

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXI. NEW YORK, NOVEMBER 20, 1907. No. 8.

The Butterick Trio

Comprising

The Delineator

15c.—\$1 year

The Designer

10c.—50c year

New Idea Woman's Magazine

5c.—50c. year

Reaching 1,600,000
Homes

About 10,000,000
Prosperous Readers

—Women who do their buying in Retail Stores and who buy for their Homes, their Families, Children, Husband and for themselves..... "The Cream of Good Customers in America".....A group of consumers whose patronage *alone* is enough to assure the success of any good article. Your advertisement printed 1,600,000 times in one issue of the Butterick Trio reaches more readers, and costs you far less, than you could print for yourself and distribute to readers of equal responsiveness and buying power. Trio Rate: \$7.12½ per agate line. An inch ad one time (\$100) costs you 1-1000 of 1c. per reader. A Page ad one time (\$2550) costs you about 1-40 of 1c. per reader.

W. H. BLACK

Mgr. of Advertising

Home Office, Butterick Bldg.
New York

F. H. RALSTEN

Western Adv. Mgr.
First National Bank Bldg.
Chicago

THE BUTTERICK TRIO.

THE DELINEATOR - THE DESIGNER - NEW IDEA WOMAN'S MAGAZINE
BUTTERICK BUILDING, NEW YORK

W. H. Black, Manager of Advertising

Publications with uncensored advertising columns—those that publish all advertising "as offered," fail to fulfill their obligations to readers—and to legitimate advertisers.

Consumer-confidence in any publication is only held when advertising therein is clean—when nothing of a questionable character gains admittance.

The Butterick Trio, composed of THE DELINEATOR, THE DESIGNER and NEW IDEA WOMAN'S MAGAZINE, long since took a firm and decided stand against misleading and fraudulent advertising.

This is past history that chronicles the loss of thousands of dollars to the publishers—but a loss that is now a gain.

To-day the advertising pages of THE DELINEATOR, THE DESIGNER and NEW IDEA WOMAN'S MAGAZINE reflect nothing but news of the highest and most sales-worthy merchandise, and so—

The confidence of the consumers is a prominent factor in the good work the Butterick Trio is accomplishing for its advertisers.

W. H. Black

Manager of Advertising

A customer rarely returns a second time to a store where she has been badly treated—she takes the same stand when a magazine misleads her.

1,600,000 FAMILIES 10,000,000 PROSPEROUS READERS

DELINEATOR DESIGNER NEW IDEA WOMAN'S MAGAZINE

THE
BUTTERICK TRIO

Getting the Farmer's Business

LITERALLY, millions of dollars are spent every year by manufacturers in advertising to farmers.

That this advertising has produced good results we know by the increasing volume of advertising appearing in the agricultural press.

This enormous patronage has enabled farm paper publishers to improve their publications, fill them with most excellent matter of live interest, and to gain, through merit, that confidence from their subscribers which is necessary to make any periodical a desirable advertising medium.

So, in planning to advertise direct to farmers, we have the initial advantage of strong media, vigorous and reliable publications, with little waste circulation. This permits a direct appeal of the greatest value in *selling by mail*.

This fact is obvious and the obvious at times misleads. It has misled many an advertiser who did not include agricultural media in his list because, as he thought, his was *not a direct-to-consumer proposition*.

But—other advertisers have recognized the value of publications of this class, have grasped this great opportunity to tell the consumer about their goods *and send him to the dealer for them*.

Anything that the farmer uses can be profitably exploited in the farm papers.

You—whose goods are sold in general stores—of which there are over 125,000 in the United States, do you realize that *70 per cent of their sales are to the farmer?*

This is not written in the interest of the agricultural press.

It is written in your interest, Mr. Advertiser—who want to sell your food stuffs, clothing, household necessities or luxuries, pianos, organs or sewing machines, paint,

lumber or hardware, or any other commodity which the farmer uses.

We know from dozens of successful accounts now on our books that the farmer will not only buy *direct*, but will quite as readily go *to the dealer* for articles advertised in the agricultural press.

Why not use this powerful business lever yourself?

Supposing that what we have said strikes home; supposing that this brief exposition has given you a new thought or a new point of view—what is the next step?

The next step should be, most assuredly, a question of advertising service based on experience in handling accounts that either exclusively or not appeal directly to the consumer you wish to reach, through the agricultural press.

The experience of the Lord & Thomas' Agricultural Department has been its only teacher.

It is this experience extending over a period of more than a third of a century that our Agricultural Department offers you now, today.

The Agricultural Department of Lord & Thomas has at its command the resources and facilities of the entire organization, and includes within its personnel experts who can co-operate with the advertiser in adapting these resources and facilities to the problem of agricultural advertising.

If you have never given the farmer class (who produce over \$3,000,000,000 of wealth each year) proper consideration, we will be glad to send a representative to see you who can tell you many things impossible to say in the limits of this page.

If we have made you think of this most vital side of your business, which you may have neglected, we shall be well repaid.

In the meantime we shall be glad to hear from you.

LORD & THOMAS
NEWSPAPER, MAGAZINE AND OUTDOOR
ADVERTISING
CHICAGO NEW YORK

NOTE—Write for free copy of "Our Doings" for specimens of modern advertising.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LXI.

NEW YORK, NOVEMBER 20, 1907.

No. 8.

A MAN FROM MISSOURI.

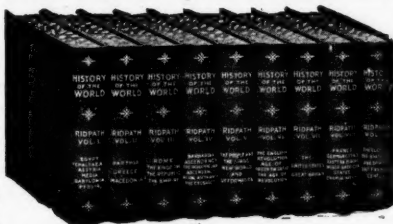
THE STORY OF HOW THE FARM PAPERS SHOWED HIM THEY COULD MAKE GOOD ON SOMETHING BESIDES HORSE LINIMENT.

The fall of 1907 will be remembered as a time when the brokers went broke and the farmers' pockets bulged with coin. With crops aggregating in value nearly seven billions of dollars to their credit this year, the farmers' trade appeals strongly to the advertiser. Articles which not so very many years ago no sane advertiser would have thought of advertising in agricultural papers are now being heralded in big display advertisements, in mediums that city dwellers seldom or never see. The farm paper is no longer considered a fit medium only for agricultural implements, horse liniments and cheap novels, but is being used to push the sales of pianos, mission furniture and classical works in morocco bindings.

One of the most successful advertisers of subscription books in farm papers is H. E. Sever, general manager of the Western Newspaper Association, 204 Dearborn street, Chicago. Mr. Sever himself was raised on a farm in northern Missouri, and, as he admitted to a reporter of **PRINTERS' INK**, was not very confident of obtaining good results from advertising a high-class subscription work in farm papers, but he tried the experiment and the papers "showed him."

"The first advertising of Ridpath's History," said Mr. Sever, "was done in popular magazines, and the results

were good. Casting around for new fields to conquer, it occurred to us that possibly we might get some returns from the better class of agricultural papers. I knew, from my own recollection of farm life, that the winter season is one in which the farmer is more or less isolated, and I realized how welcome in many agricultural households a book so intensely interesting as Ridpath's History would be. Still, there was the question whether the farmer could be induced to purchase a nine-volume set of books of



the high character of Ridpath's History, even on a subscription plan which enables him to receive the whole set on a payment of one dollar, and to pay the

remainder of the purchase price in small monthly installments. There seemed to be no way of deciding this point except by trying out the proposition, and this we have done—beginning with a few of the leading agricultural papers and adding to them from time to time, as the results showed us we were on the right track."

Asked as to the results obtained from his advertising in agricultural papers, Mr. Sever said that they compared very favorably with results obtained from the popular magazines, and that in the matter of collections the readers of agricultural papers were even better pay. Among those who respond to a subscription book proposition there is always a certain percentage who default in payment. This percentage, it is found, was smaller among readers of agricultural papers than among any other class of periodical readers.

Another point brought out in this

test of agricultural papers was that the advertiser was put in touch with an entirely new class of purchasers. In common with many other advertisers, Mr. Sever was under the impression that the popular magazines covered the whole country, but the returns from the Ridpath advertising indicates that the field of the popular magazine is to a great extent limited to cities. The farm paper, on the other hand, brings few or no returns from urban communities, but on the other hand it does reach the vast number of isolated homesteads scattered along rural free delivery routes throughout the United States.

Summing up his experience with agricultural papers, Mr. Sever said that the results of his advertising has been highly satisfactory and that Ridpath's History would be exploited in farm papers this year on a larger scale than ever. Page copy will be used, as a rule, and the business will be placed as heretofore through the Chicago office of the Nelson Chesman Co.

In this connection, it should be said that there is little doubt that the admirable copy prepared by Mr Sever himself has contributed in no small measure to the success of his advertising. Ten or twelve years ago a critic of the book advertising, then current, said it was a hundred years behind soap—and it was. A good idea of the advance that has been made in advertising books can be had by turning to the files of any of the ancient landmarks of periodical literature—the *Century*, *Harper's* or *Scribner's*—and comparing the dry-as-dust book announcements of a decade ago with the really interesting book advertisements of to-day.

The antique formula for preparing an announcement of a new book was to write the title of the volume at the head of a sheet of paper, place under this the author's name and the titles of his previous books (if he had written any), follow this with a few brief extracts from what the literary editors of the New York

Evening Post, *Tribune* and *Times* had said of the book, give the number of pages, number of illustrations, price and other statistical information, and wind up with the name and address of the house publishing the book.

Nowadays book advertising possesses more human interest. The copy used by Mr. Sever is calculated to hold the attention of the reader from the start, and to make him think that Ridpath's History would be a very acceptable edition to his library. A cut of the nine volumes constituting the set is shown in all the advertisements; and the dimension of each volume, number of pages, etc., is given; but here the only resemblance to the old style of book advertising ends. Here is an extract from one of Mr. Sever's announcements that will give an idea of how the modern book advertiser handles his subject:

"Ridpath in your home means you need never spend a lonely evening. (That hits the farmer right at the start.) You can associate with the world's heroes; you can cross the Rubicon with Caesar; you can sit at the feet of Socrates; you can kneel at the shrine of Lincoln..... Ridpath takes you back to the dawn of history; long before the pyramids of Egypt were built; down through the romantic troubled times of Chaldea's grandeur and Assyria's magnificence; of Babylonia's wealth and luxury; of Grecian and Roman splendor; of Mohammedan culture and refinement; of French elegance and British power; of American patriotism and religious freedom. He covers every race, every nation, every time, and holds you spellbound by his wonderful eloquence. Nothing more interesting, absorbing and inspiring was ever written by man.

"Ridpath throws the mantle of personality over the old heroes of history. Alexander is there—patriot, warrior, statesman, diplomat—crowning the history of Grecian history. Xerxes, from his mountain platform, sees Themistocles with three hundred and fifty Greek ships smash his Persian fleet of over a thousand sail and help to mould the language in which this paragraph is written. Rome perches Nero upon the greatest throne on earth, and so sets up a poor madman's name to stand for countless centuries as the synonym of savage cruelty. Napoleon fights Waterloo again under your very eyes..... Bismarck is there,—gruff, overbearing, a giant pugilist in the diplomatic ring. Washington is there—grave, thoughtful, clear-seeing,

(Continued on page 6.)



We do not often cite instances, because we prefer to emphasize the general consistent strength of THE SATURDAY EVENING POST rather than any single success.

This extract from a letter, however, really points a moral. "It may interest you to know that we have found THE SATURDAY EVENING POST a most excellent advertising medium. We have been using the pages of THE SATURDAY EVENING POST, at intervals, during the past two or three years and the returns have always been large and immediate. The space we have occupied has, of necessity, been small and we have had to appeal to a special class, yet the replies have always more than justified our expectations."

The noteworthy feature is, that a circulation, so large and varied, so distributed through different strata of society, should still be profitable for what is known as "class advertising."

No matter what your proposition, THE SATURDAY EVENING POST is worth considering.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

BUFFALO

over the heads of his fellow-countrymen and on into another century."

It will be seen from the foregoing that the writer of Ridpath ads knows how to "throw the mantle of personality" over his advertising. Here is no talk of "mental improvement," no stilted paragraphs from the literary editor's scholarly review, but a warm-blooded pen picture of the procession of famous personages that live again in the pages of Ridpath's History.

Questioned as to the publications that have been productive of the best results, Mr. Sever said "I would not wish to be quoted on that point. All of the mediums that we have used have given us our full money's worth, and I will say this for the publishers of farm papers, that they are nice people to deal with. The advertiser is not hampered with a lot of arbitrary rules, and he is sure of good treatment. I mean by that that the publishers of farm papers do not lose interest in an advertiser as soon as a contract is secured. They know that the way to hold business is to aid the advertiser in pushing the sale of his goods, and I have found them always ready to back up the advertiser with a reasonable amount of reading notices, the helpfulness of which it would be hard to over-estimate.

"Without detracting from the value of the other mediums that we have used," said Mr. Sever in conclusion, "I want to say that among the papers that we feel have been most helpful in selling Ridpath's History are the *Homestead* of Des Moines, Ia., the *Northwestern Agriculturist*, the *St. Paul Farmer*, *Wallace's Farmer*, and the *Orange Judd List*. If I should check over my records, I would probably find others which ought to be mentioned in connection with these, but these are the ones that stand out in my memory as papers which have accorded us most liberal treatment and have been productive of excellent results."

C. L. BENJAMIN.

THE hardest kind of advertising is to create a desire.—*Star Solicitor*.



TRYSTE BALLADE OF YE MAILE.

What seeketh you gay citizen, so eager on ye traile?

He seeketh ye Postoffice, to get hys mornynge's maile:

He dreameth of Colossal Cheques for manuscripts he's written,

Of Billets-doux from Henriette, with whom he's deele smitten,

He's visions of a Sinecure which rathe and late he's sought,

He longeth for a rare old Tome that recentlie he bought.

Beholde!—ye Lattice riseth, and he is on ye spotte.

His trembling handes receive ye Maile. And this is what he got:

A batch of printed Circulars, in phrases unconcerned

Regret ye Editors can't use his manuscripts returned;

A printed letter asking contributions to ye "Fund

Establishing—" he tore it up. He hated to be dunned.

So next appeared a lot of bills, most sadly overdue;

And then an advertisement of Styck-emtita's Glue;

Six Coupons, good for portrayture, "one dozen for a quarter;"

A begging letter from Miss Jones, a distant kinsman's daughter;

One sample of Tooth Powder; some tablets, good for rickets,

A handbill of a Concert—"Enclosed are twenty tickets."

And with this Cheerful Budget he draggeth him away,

But—all as Blithely he'll return on each ensuing day.

—TUDOR JENKS.



A FOLDER and a booklet come from Los Angeles, where Brock & Feagans, jewelers, make a specialty of Chinese jade jewelry. The illustrations, in green and gold, of the jade ornaments are exceedingly well done, and the oriental atmosphere is maintained in the cover designs.

GENERAL ADVERTISING IN
FARM JOURNALS.

Can it be that the farmer's trade is not considered worth seeking?

Does the average advertiser think that farmers are not interested in the same things as coral the dollars of the ordinary public—or hasn't the money to pay for them?

Are the farmer's needs so entirely different from those of the city or town-dweller?

These questions seem to be answered in the affirmative by the attitude of the general advertiser toward papers that cater exclusively to farming communities.

They overlook or ignore the fact that no other periodicals can reasonably claim such intimate and exclusive association with the every-day lives of its readers as the farm paper.

They forget that farmers have money to spend—in good times far more of it per capita than the average newspaper and magazine reader.

They don't seem to realize that farmers must eat, must wear clothes, must have a home to live in, and that they can be influenced to indulge in the many better things to eat, better clothes to wear and many conveniences for the home which prove so attractive to "ordinary mortals."

Can you think, for instance, of any home in which Old Dutch Cleanser would be more quickly appreciated and more used than in the farm home?

Is there any class of men or women which could be reached collectively that should prove more susceptible to arguments in favor of better ready-made clothes?

Aren't farmers likely customers for Shredded Wheat, Cream of Wheat, Force, Grape Nuts or any other of the widely-advertised foods?

Wouldn't it be just as easy, or easier, to induce them to buy a certain brand of smoking tobacco, or chewing tobacco, as it would be to win over the patronage of any city or town resident?

Still Gaining.

The claim of

THE CHICAGO
RECORD-HERALD

that it has a larger circulation than any other two-cent paper in the United States, morning or evening, is UNDISPUTED.

OCTOBER CIRCULATION.

Daily average exceeding

154,000

Gain Over October, 1906, exceeds 10,000.

Sunday average exceeding

222,000

Gain Over October, 1906, exceeds 18,000.

THE CHICAGO
RECORD-HERALD

Is there any sound reason for the conclusion that they could not be interested in safety-razors, or shaving soaps?

Any man who stops to think twice about it will realize that a good many advertisers are ignoring, either deliberately or thoughtlessly, what is practically a virgin field.

The advertiser who is interested enough to do a little investigating will find plenty of reasons for concluding that the better farm papers are distinctly worth while from the general advertiser's standpoint.

Yet if you mention agricultural journals to some advertisers as being desirable mediums for their use, they'll laugh at you.

Why?

They cannot offer any reasonable objections.

They have to admit the soundness of your arguments for the farmer as a desirable customer.

Yet they "can't see their way clear just at present."

Now, why is it?

UNPARALLELED PROSPERITY.

THE FARMER'S CONDITION MEASURED BY CROP VALUATION—THE NATURAL FORCES AND MATERIALS HE EMPLOYS ARE INEXHAUSTIBLE.

Prosperity such as never came to any agricultural people in any country, in the present or past, has been acquired and enjoyed during the last six or eight years by the farmers of the United States. The depressing effect of cheap public land entering into production annually throughout great areas has substantially ceased. The population was out of balance productively in former years, because the agricultural element was too large a fraction and was ever on the verge of producing too much for home consumption and export, if the situation was not one of actual overproduction. The agricultural production in recent years has been nearly in balance with domestic consumption and exports, with consequent advance in prices and elevation of the farmers' business to profitable conditions.

The new conditions in which farmers find themselves are measured by the value of the annual products of farms. If all products be reckoned at that stage at which they acquire commercial value, the farm products of 1899 as determined by the census had a farm value of \$4,717,000,000. By 1903, as determined by the Department of Agriculture, the products of the year had risen in value to \$5,917,000,000 and two years later to \$6,309,000,000. Last year there was still another increase and the wealth produced on farms reckoned as before mentioned reached the inconceivable total of \$6,764,000,000. Rough estimates made by various persons indicate that the value for this year is not less than before.

The total wealth production on farms during the last nine years amounts to \$53,000,000,000, without allowance for the consumption of products on the farms for

the production of other products; and, on the other hand, not including the enormous amount of wealth production which is not accounted for in the census items.

A large fraction of this wealth represents the earnings of the labor of farmers and members of their families; another large fraction, the profits of farming operations. These profits have created a financial revolution in the farming population. Old mortgages have been extinguished, old buildings have been renewed and new ones erected; dwellings have been furnished with luxuries, and a surplus has remained for interest-bearing investments. As the Secretary of Agriculture declared to the President last year:

"Crops so large as to be beyond any rational comprehension have strained the freight-carrying ability of railroads. Directly and indirectly the farmer has set up a demand for iron and steel that has exceeded the productive power of the chief producer among nations. His contribution to the supply of loan capital has been beyond calculation and recalls the fact that the depression in the loan and investment market of 1903 was cleared away by the following crop. Meanwhile the farmer has been a generous consumer and has given powerful support to the market of the industrial producer, to the trade of the merchant, and to the wages of the workingman."

The farmers' financial transformation has some really spectacular features, so profoundly has their financial condition been affected. From the Civil War to about 1903, the cotton planters annually put a mortgage on the prospective cotton crop, sometimes before the seed was put into the ground, in order that they might secure food and other supplies for themselves and their tenants and laborers for their maintenance until the harvest. They were ever working against a debt, and the principal of that debt was practically subject to enormous rates of interest. It

was ascertained by the writer in his investigation of real estate mortgages in 1890 that the cotton farmers at that time annually paid 40 per cent interest on the liens.

From 1903 to the present time the cotton crop lien has very largely disappeared; indeed, it is presumable that it remains only with that small fraction of cotton farmers and planters who are continually in debt to the future, no matter how favorable industrial conditions may be. From 1865 to the end of the century, cotton growers, as a general fact, could not borrow money upon the security of their farms because their farms were not salable; but now, under these new conditions, for the first time in nearly half a century, the cotton planter's unsecured note is good at the bank and his land is safe security and is salable.

Another spectacular feature of the farmer's life is his entry into money lending and banking. There has been a great multiplication of small national banks in recent years under the amendment to the national banking act permitting the organization of banks with a capital of less than \$50,000. Since March 14, 1900, about 2,500 of these banks have been organized, mostly in the South and in the North Central States; in rural regions where they depend for their business primarily and directly upon the farmers' prosperity, and secondarily upon the village merchants and persons of other employment who themselves are dependent upon the prosperity of the farmers.

In the Middle West, the prosperity of the farmers during the last half dozen years and over has advanced in such mass and with such speed that no parallel can be found in the economic history of agriculture. One of the great changes that have come over this region is the conversion of a million debtors paying high rates of interest, and finding great difficulty in procuring the wherewithal out of prices much

too low, into financially independent farmers, debt free, and begging the banks to receive their savings at as small a rate of interest as 2 per cent.

Nothing has done so much to put the farmer in touch with the rest of the world as the rural free delivery of mail, and the telephone. By means of this new mail service, farmers have become subscribers and readers of daily newspapers to a degree that must be surprising to the city man who will travel among farmers' homes; and the farmers' wives and children, too, receive their publications. There is a liberal supply of publications going to the farmhouse in these happy and prosperous days—agricultural papers, daily newspapers from cities, weekly newspapers from county seats, publications intended especially to interest women, popular magazines, and varied literary matter. The routes for the delivery of mail in rural districts now number about 40,000 and are situated in about 700 counties in all States and Territories. These routes serve an average of 70 families, so that nearly 3,000,000 families, most of them farmers' families, receive their mail daily.

What are the farmers doing with their new spending money? Are they hoarding it or investing it, or are they buying gold bricks and counterfeit money, or are they using it to elevate the standard of their living, to promote the education of their children, to indulge in travel, to gratify their desire for reading and acquiring information, to supply their homes with new and better furnishings and their families with better clothing, and to provide a thousand and one gratifications which are now within their reach?

The reader may be sure that the farmer is not buying gold bricks and stock in fake enterprises, and is not snapping at get-rich-quick propositions. He wants an equivalent value for his money and he has the money to pay for it. He is hoarding not

at all, but he is investing largely and is thereby increasing his income for spending purposes. His wife finds time to attend the women's club and the Grange, his daughter wears as fine feathers and ribbons as the town girl does, and probably better; his son must have the best of buggies, trips to the big city, and many personal belongings that were unknown to farmer boys not many years ago.

There is no bank that is more sure and safe than a farm. Indeed, throughout the Middle West, the ownership of a farm has got beyond the reach of the poor man. The farm has become a veritable gold mine; but, better than that, a gold mine with practically inexhaustible production, since the forces and materials of nature upon which agricultural production depends are inexhaustible. So, the farmer has now become the producer of a surplus above his necessities, and not only an investor of savings, but also a rather liberal spender for the acquirement of numerous things that have all at once entered into his life.

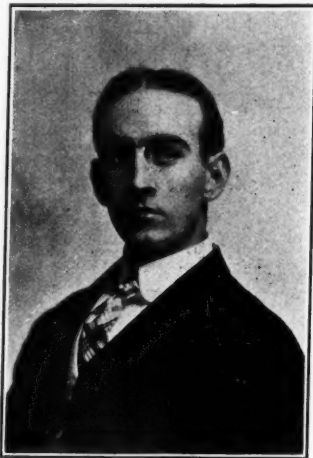
GEORGE K. HOLMES,
*Chief of Division of Foreign
Markets, Department of Agri-
culture.*

AMEN, AND AMEN.

Some day in the not distant future, perhaps, the several local establishments which persist in making themselves look foolish with their liberal use of deformed spelling will awake to a sense of their bad taste and quit the job. The majority of readers have from the start been extremely tired of reading about "attractiv" garments that are well "stitcht" and similar orthographical atrocities. The job of violently assaulting the dictionary should be left to Brander Matthews, President Roosevelt and other well-meaning, but misguided persons, who have plenty of time on their hands. Ripping shingles off the English language is certainly not the province of department stores, the managers and advertising writers of which generally do very well if they can master the accepted standards. For the love of righteous language, gentlemen, stop this use of broken-backed words and go back to the kind of spelling used by decently educated people. Some day this style may come into general use, but for the present, to quote Artemus Ward, it seems to be "a mutch."—*Rhode Island Advertiser.*

ADVERTISING MANAGER FOR E. G. LEWIS.

Cal. J. McCarthy, who succeeds A. P. Coakley as advertising manager of the Lewis Publishing Company, at St. Louis, has served under Mr. Coakley for three



CAL. J. MCCARTHY.

years, and is therefore familiar with the policy of the house and the magazines it publishes. Previous to his connection with the *Woman's Magazine* he had eight years' training in the advertising department of the Missouri Pacific Railroad.

AND THIS FROM STAID NEW ENGLAND.

"What is it that appeals most in a corset?" asks the Boston Store. Well, that depends largely upon the point of vantage and the preference of the observer. With the average woman the point of appeal is probably some special feature of the corset itself. Most mere men would say that the thing that appeals most in a corset is the contents. It is possible to think of a number of things on this subject that are almost enough to make one giggle. But perhaps it were well not to enter into particulars.—*Rhode Island Advertiser.*

THE agricultural field is one which many advertisers neglect to their disadvantage. The farmer has need for other things than Paris Green and Fertilizers. We place advertising in agricultural publications and get up effective printed matter to re-enforce the work.—*Edmund Bartlett.*

KEROSENE VERSUS OTHER LIGHTING.

THE MODERN KEROSENE LAMP, ITS ADVANTAGES AND THE ADVERTISING WHICH HAS PLACED IT FIRMLY ON THE MARKET AND INFLUENCED THE FARMER TO BUY.

The lamp sold by the Angle Manufacturing Company, New York, is not a mere improvement on the ordinary lamp but an entirely new principle in oil lighting; it has and is being extensively advertised and is making good. R. S. Tibbals, the company's advertising manager, had the following to say regarding the lamp, the advertising thereof and its reception among people who are not in the toils of the gas companies.

"Our aim," said Mr. Tibbals, "is to get the attention of people who have use for lamps, and talk directly to them; our sales through dealers are comparatively small; in fact our business is done almost entirely by mail, and our advertising is all directed to the end of promoting inquiries and making direct sales. Naturally our largest returns come from country districts, where oil is the principal means of illumination, although I call to mind the case of a man who had furnished his country home with our lamps, and was so well pleased that he installed one in the library of his city house.

"However, our arguments are not for the city dweller. He has been used to gas and electricity so long that our lamp does not appeal to him as strongly as it does to his rural brother who, in many cases, depends entirely upon the Standard Oil product for his light supply. Here, if we have to fight opposition, it must be acetylene, the bane of the country home and a demon in disguise. Acetylene is like an army mule; you can never tell just how it is going to act. Everything will run along smoothly for awhile and then pouf! everything is all off. One of our experts here; a man who has made a

study of acetylene and the various methods of lighting, says he would rather monkey with gunpowder than acetylene because he knows what gunpowder will do.

"In our advertising, we have handled the acetylene people without gloves but have never made a statement which we could not verify. We have printed extracts from newspaper articles concerning accidents traced to acetylene lighting outfits and of course they have attacked us, sometimes with exaggerated statements; we don't

"Worth All the Gas Lights Ever Made"

"It is difficult to find words to express our pleasure and satisfaction with The Angle Lamp," writes Mr. P. B. Leavenworth, Grand Rapids, Minn. "It is certainly the greatest illuminator ever made. Our neighbors thought we must have a gas plant, but we consider our lamp is worth all the gas or gasoline lights ever made. Such a clear, steady, brilliant and beautiful light, and so easy to care for!"



THE ANGLE LAMP

is the new method of burning common kerosene oil, and is as different from the ordinary lamps in results as it is in appearance. It makes common kerosene the best, the cheapest and most satisfactory of all lighting methods. Safer and more reliable than gasoline or acetylene, yet as convenient to operate as gas or electricity. The Angle Lamp is lighted and extinguished like gas. May be turned high or low without odor. No smoke, no danger. Filled while lighted and without moving. Requires filling but once or twice a week. It floods a room with its beautiful, soft, mellow light that has no equal. WRITE FOR OUR CATALOG "45" and our proposition for a

30 DAYS' FREE TRIAL

Write for our Catalog "45," listing 32 varieties of The Angle Lamp from \$2.00 up, now—before you turn this leaf—for it gives you the benefit of our ten years' experience with all lighting methods.

ANGLE MFG. CO.,

159-161 West 24th Street, - New York City

mind these attacks when they are true for we believe that clean competition is a splendid tonic for business; but they started the mill, anyway, by knocking us.

"Now, one of the points we put up to the farmer strongly in our advertising, in favor of using our lamp, is the fact that, with ordinary use, a lamp need only to be filled about twice a week—with one filling our lamp will burn steadily for eighteen or

twenty hours—and the average farmer does not use a light over four or five hours a day. Then the light does not have to be put out to refill the reservoir, enough oil remaining in the lower section of the reservoir casing to permit of the light burning for some time after the reservoir itself has been removed. Then the light is turned completely out without any blowing upon it and can be turned up or down, put out and lighted as readily as the ordinary gas burner. As most of our models are made in chandelier or bracket form, to be attached to a side wall or hung from the ceiling, there is no danger of their overturning, nor can they explode. Most of the accidents traceable to kerosene are from the overturning of the old-fashioned lamp and the contact of the oil with the flame. These points are all brought out strongly in our advertising and the farmer is open to conviction."

"What publications do you use as advertising mediums?"

"About all of the well-known agricultural papers—that is the general farm paper. I believe that in order to successfully advertise an article like ours, the general farm paper is the best proposition in the agricultural class. There is no particular territory that we want to reach; we have the whole country to draw from, and while we receive many orders from the Pacific coast and the far west the man nearer to New York is more liable to buy, as express and freight charges count up the further goods are shipped.

"Some of the farm papers we have and are using successfully are *Wallaces' Farmer*, *Farm Journal*, *Practical Farmer*, *Successful Farming*, *American Agriculturist*, *Orange Judd Farmer* and *Floral Life*. We also use space in such publications as the *Literary Digest*, *Circle*, *American Magazine*, *Review of Reviews*, *Cosmopolitan* and the Munsey publications. We find the late fall and winter, say from November to March, is the best

time to go after the farmer. In the spring and summer, when his farm work keeps him busy from four or five in the morning to six or seven at night, after supper he feels more like going to bed than reading, and he does go to bed, but in the winter it is a different story, he has leisure time and occupies a good part of that time in reading the papers.

"So at this time of the year we run large copy in the farm papers, and in March begin dropping papers from our list until the next season. We often repeat strong copy, off and on, for two or three months, but never send the same copy to more than two or three papers in our list at the same time. We also try to make our advertising advance, that is in new copy we take up the thread of the story, where it is dropped in previous copy, and carry it forward. We use steadily several of the better known agricultural journals after March but our copy is smaller. I might say that the size of our copy varies all the way from a quarter page to a full page, always illustrated, with just enough bold faced type to make important points stand out and catch the eye. We believe that if the eye is attracted by some particular statement the owner will be interested enough to go back and read the whole story, in smaller type.

"All copy we prepare ourselves and place it through the Long-Critchfield Corporation. I may have at times, in making up my list of mediums, overlooked some good paper and left it off the list but one cannot always tell just what paper will pull. Take a case in point. Some time ago—I have never been quite able to explain how it happened—a small advertisement of ours was inserted in two poultry papers (we have never used specialized farm journals to any great extent) and the results were so good that we are using the papers to-day. We added five other prominent poultry papers to our list of mediums but somehow the results

did not justify our keeping them on our list.

"Personally, I believe that class publications should have different rates for different kinds of advertising. That is, take for instance an architects' paper. It should be entitled to the highest rates for the advertising of building materials, or things of like class. It is going directly to the class that is interested in building materials; but suppose a tooth brush manufacturer wanted to insert an ad in the paper his article would only appeal indirectly to the architect, although architects use tooth brushes as well as building materials.

"In addition to our paper space, we send out our house organ the "Angle News," a four page monthly, started several years ago as a small circular, as a follow-up, and numerous catalogues and circulars, but we depend primarily on our arguments and the facts set forth in our farm journal and magazine advertising to catch the eye and get the attention of the man who needs a lamp and wants a good one.

"From our own experience, I should say that the farmer reads the advertising in his farm journal; is interested in it and is open to conviction. We offer, in our advertising, a thirty days' trial of our lamp and if not satisfactory money refunded, and we don't have to keep a refund clerk. In a letter received from a purchaser, in Kansas, and which we have used in one of our ads, he says, 'Talk about 30 days' trial—why, 30 minutes is enough to convince the worst old fogey that ever lived in Missouri!' When you get unsolicited letters of this kind the article advertised must be all right, and through our advertising we are getting orders from all over the United States—and Missouri."

NOTICE SERVED WITH MEALS.

At one of the restaurants on Broadway, New York, owned by a syndicate, the following placard has been posted: "If you are too proud to eat in your overcoat, sit on it. We are not responsible."—*Pittsburg Dispatch.*

KNOWLEDGE UNDIVULGED.

In the list of "Judgments" printed in the New York Times on Friday, November 8th, was one against the New York Evening Journal Publishing Co., in favor of Wm. F. Simpson, for \$68.

Mr. Simpson is an advertising agent whose offices are in the Potter Building, New York City.

If a paper got judgment against an advertising agent the fact would not be strange. But *vice versa* it is different.

When a PRINTERS' INK man asked Mr. Simpson about the particulars of his judgment against the *Evening Journal*, Mr. Simpson said:

"Oh, it was nothing at all—a mere nothing, whatever."

When asked the second time—differentially of course—Mr. Simpson said:

"Oh! it was a mere trifle. Just a small matter of breach of contract only.

"I never had but two suits in my life, and I never want another."

Advertising agents who have grievances against New York publications are respectfully referred to Wm. Simpson, 38 Park Row. He may give tips to other agents, and he may not. It seems a shame for an advertising agent to acquire the possession of knowledge and not disseminate it for the profit of his fellows.

BANK ADS

WRITTEN BY BANK MAN

who handles the advertising every day of a successfully advertised bank.

Address "X. Y. Z.,"
Printers' Ink.

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN, NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

REACHING THE FARMER.

A CAMPAIGN OF GENERAL ADVERTISING, OF EDUCATIONAL NATURE—BUCKING AGAINST MAIL-ORDER HOUSES.

One of the largest users of space in agricultural papers to-day is the De Laval Separator Company, with general offices in New York and branches and distributing points all over the world. Through its advertising and sales force the company has told the farmer how its machine will separate the cream from the milk more satisfactorily than any other make. R. H. Woodruff, in charge of the De Laval Company's advertising department, willingly explained to PRINTERS' INK some of the points in connection with its advertising and sales methods.

"Every separator on the market to-day," said Mr. Woodruff, "is copied from the earlier De Laval machines. Our first machine was invented by Dr. Gustav de Laval, of Sweden, in 1879, and came into commercial use about two years later. There have been many improvements made since then, and the machine which we market to-day seems to be about perfect. The separators are made in various sizes, from the small \$40 hand-power machine to the large \$800 one, operated by a steam turbine. No dairy is so small or so large that our machines cannot be used to advantage and with profit.

"We sell through agents, many of them farmers themselves. Each has his own territory and in many cases he knows personally every farmer in his district. We have about five thousand of these agents in the field at present in the United States, and besides this force employ over two hundred traveling representatives, who visit the various local agents, helping them to promote and close sales and assisting in various other ways.

"Our machines are sold on the installment plan as well as for cash. We also take other makes of separators in part trade, but

these are promptly broken up and consigned to the scrap pile. We have sometimes held half a million dollar's worth of farmers' notes, but farmers pay their bills and I should say that our losses are less than one-tenth of one per cent.

"We exhibit at all the agricultural fairs and expositions. We often print, in our advertisements, a list of winners of first prizes and highest honors, at various fairs, for butter exhibits, and these people are invariably De Laval users. About ninety-eight per cent of all the creameries in the world use our machines, and we are continually receiving letters from purchasers telling us of the splendid results they are getting from them. Our machine is the highest-priced on the market, and notwithstanding this, and the fact that a machine lasts from fifteen to twenty-five years, we are selling over a hundred thousand yearly. This first cost of a De Laval is not to be considered as it will pay for itself in the first year's use.

"The great dairying interests are located in the West. About seventy-five per cent of the dairy farms are located there. Iowa, Minnesota, South Dakota, Kansas, Nebraska and Missouri, are all great dairying States. It has been estimated that in Kansas alone there are over forty thousand separators in use, and Iowa and Nebraska have over fifty thousand each to their credit. The use of a separator on the farm means a great saving in time and money to the farmer. Where formerly he hauled his cans of milk to the creamery, just as it came from the cow, and after it had passed through the separator brought his skim milk back to the farm, he now, to a large extent, does his own separating and only takes the cream to the factory.

"We use agricultural papers exclusively in our advertising, and I should say that the general farm paper has shown the best results. We are now using about one hundred papers steadily, but

have had, at times, over two papers as *Hoard's Dairyman*, hundred on our list. We prepare *Wallace's Farmer*, the *Twentieth Century Farmer*, *Breeders Gazette*, *Farm Journal*, *Iowa Homestead* and *Wisconsin Farmer* we use right along. They have a reputation and produce results.



THE Cream Separator CREAMERYMEN USE

Today over 98% of the world's creameries use DE LAVAL separators. This fact means much to every cow owner. Without the separator creamery operation would be almost impossible. No matter whether the creamery is buying whole milk or cream its success rests upon the centrifugal cream separator. Those who are buying whole milk skim it at the factory with DE LAVAL Power machines—those who are buying cream advise their patrons to purchase DE LAVAL Hand machines. The biggest and most successful creamery company in the world is buying cream from more than 40,000 patrons to whom it has sold DE LAVAL Hand machines, after many years of experience with all kinds of separators. Had the DE LAVAL not been the best and by far the most profitable separator for anyone owning two or more cows, this great creamery would never have taken the responsibility of placing them with its patrons. And this is true in hundreds of other instances, for creameries can be found in every part of the world having from a few hundred to many thousands DE LAVAL patrons. Wouldn't it pay you to find out why experienced creamerymen prefer the DE LAVAL to other separators? You may learn the reason by asking for a DE LAVAL catalog, or better still a DE LAVAL machine—to examine and try out at your own home free of all expense. Don't wait, but write us today.

THE DE LAVAL SEPARATOR CO.

RANDOLPH & CANAL STS.
CHICAGO

1218 & 1215 FULTON ST.
PHILADELPHIA
DRUM & SACRAMENTO STS.
SAN FRANCISCO

General Offices:

74 CORTLANDT STREET,
NEW YORK.

178-177 WILLIAM STREET
MONTREAL

14 & 16 PRINCE STREET
WINNIPEG
107 FIRST STREET
PORTLAND, OREG.

direct. We are now investigating farm publications, through our agents, to see what papers have the call in various localities, and the placing of our advertising, in the future, will depend largely upon these reports. Such

In *Hoard's Dairyman* we always have special position, on the same page with market reports, and no other advertising appears on that page. We use from a quarter to a half page here.

"We sometimes use a local pa-

per, at the suggestion of an agent, for a specific purpose and we encourage our agents to advertise in the paper which covers their territory, on their own account, furnishing them with the copy and cuts. Every week we send the copy which is running to all of our agents, and agents are becoming advertisers every year. We always, in our advertising, try to influence the purchaser to buy from the local agent and where communications come into the office direct we turn them over to the proper agent.

"Our advertisements are usually illustrated and are still, to a certain extent, educational. We are constantly changing copy, although we have sometimes repeated a particularly strong ad, and the same copy is run simultaneously in all of the papers in which we use space. The solid black border, with a white star decoration, we have used so often that it has become identified with our advertising. The size of copy varies, larger space being used in the farmer's slack season—fall and winter. He does most of his reading then, and we believe our advertising brings the best results at this time of the year.

"In our advertising we have gone after the mail-order people who handle separators and with good reason. Some time ago one of these houses advertised a separator at a ridiculously low price; in fact a real, workable separator could hardly be manufactured at the price they asked for it. We tried to procure one, through an outside source, and after some correspondence the concern admitted that it had none of that particular make in stock. Their ad was simply to get inquiries so that they could sell, if possible, the style of separator they did handle. One of our agents recently wrote us of an experience which came to his notice in the West. A man ordered a separator, after reading a mail-order ad, and upon receiving the machine he found

that, to all appearances, it was a second-hand one. He returned it with a sharp letter and was forwarded a 'new' one, which, when unpacked, proved to be in the same condition as the first. These two machines, like thousands of others, were probably bought, tried and found wanting by farmers who returned them to the dealers. They were probably sent out again and again in the hope that someone would keep them.

"A year or so ago we sent out a folder 'Men Who Demand the Best' to a large list of names. It contained over a hundred and fifty names of prominent people, in various parts of the country, who used our machines on their farms and country places. We send out catalogues and various circular matter, from time to time, and distribute handsome calendars through our agents. We spend a comparatively small portion of our appropriation in this manner, however, the greater part going for space in the various farm papers.

"Last January we issued the first number of a monthly house organ, the *De Laval Monthly*. It contains a good deal of interesting reading matter and information for the farmer. Our different representatives tell their experiences; we talk upon the condition of the dairy produce market; report the dairy shows and write up and illustrate many attractive and prominent farms. This paper is going out to a large list every month, and three or four times a year we send it to our complete mailing list of a hundred and sixty thousand names. It has attracted favorable comment and has been a good investment.

"We invite the farmer, in our advertising, to send for our catalogue; or, better still, he can examine and use one of our machines at his own home, without any expense to him, before buying. Our advertising copy is brief and to the point; we talk facts and back up our assertions in all our business dealings."

THE GENTLEMAN FARMER AS AN ADVERTISER.

The gentleman farmer who has been more of a figure than a factor in our national life spends large amounts for advertising, but not directly. It is quite possible that the more formal and legitimized channels of publicity would be ineffective for his purpose, which in its more serious aspects looks to the sale of blooded stock or the kind of fame that goes with their possession. The stock may be horses, Angora goats, cattle, sheep or swine, and even dogs and cats as a collateral interest. The gentleman farmer may simply occupy his idle time at his country estate, or, as frequently happens, the latter becomes an absorbing interest for him and he gives to it that energy and vigor which in the more fruitful fields of finance enables him to gain the fortune which supports his farm. In such cases, which have become more numerous year by year, the gentleman farmer becomes, of course, a subject of interest to the agricultural press, and has himself an increasing degree of regard for the press itself.

As a matter of fact "gentleman" farming, so called, in order to have a standing under present conditions has to be conducted on a big scale. No farmer is "gentleman" with a few hundred acres. He may be a gentleman gardener, but farmer; never. A gentleman farmer requires not less than a thousand acres, preferably three times as many. There are scores of farms in the country that are sewered and drained over more than a thousand acres, whose lanes leading from field to field are macadamized roads, and whose supplies of water are gathered on the most sanitary principles.

Naturally such "farmers" have every modern mechanical appliance in addition to stables and barns and stock. They have reapers and mowers, plows and harrows and smaller tools, lots of sewage pipes, use milk separators, feed choppers, wagons and drills, and in short everything

that implies a vast expenditure to establish and a commensurate sum to maintain. One farm that the writer has in view in New Jersey has cost its owner over \$1,000,000, apart from the country house he has put on it, which cost two and a half million more. It is the home of H. B. McK. Twombly. He is a gentleman farmer of the first rank, and to hear him talk learnedly about the relative values of alfalfa and clover, pasturage and the milk profit in grade Guernseys, one might indeed fancy he was the real son of the soil. Such indeed is not the case. His superintendents in two instances at least are drawn from the faculties of agricultural colleges, and on his estate they put to test the theories which they advanced empirically in the lecture rooms where they sat as professors.

It is to these gentlemen farmers that the manufacturer of agricultural implements must earliest turn for his support, because as a rule they are the ones able to buy and pay for and try out the new machines offered to that interest.

In stock raising the interest has been specialized so that papers exist representing, say horses or line or sheep exclusively, devoted to their individual lines. When Aristides Welch of Chestnut Hill, Pennsylvania, ran his great horse stock farm from which flowed the whole noble race of Leamingtons, including Parole, Tom Ochiltree, Hindoo and Hindoo-craft, Aristides, Major Domo,—names that bring the color to the cheeks of old horsemen,—he invested his surplus yearly in the papers devoted to horses, like Wilkes' *Spirit of the Times* and the *Sportsman*. When George Wilkes finally died in London Aristides Welch owned all his shares and gave them out of hand to Wilkes' orphaned children. He said that his interest in these papers was to insure, so far as possible, proper attention to horse breeding. That was advertising,—not of the direct kind,—but yet advertising.

The horse and cattle shows are

of course the more satisfactory ways of bringing herd book stock to the attention of possible buyers. At such gatherings the public, whom it is sought to reach, are assembled and they have the kindergarten system applied to them, that is they see and touch and feel, and do not have to deal in abstractions.

The Horse Show held annually in New York City, which is the first agent of sales in America, is the product of the mind of an English bar-keeper who transferred his energies and brains to New York in the same employment and subsequently started the Horse Show and gathered in all of the best society, which is only another name for money. It is interesting to know that he still lives to direct and profit by the scheme he inaugurated, and no greater scheme for profit was ever devised.

Similarly the Cattle Shows are only advertisements for herd book cattle, and the blue ribbons they may be awarded are standing advertisements that sooner or later bring them returns in trade. We spoke of the Twombly farm and may use it as an illustration of scores more or less like it. The founder acquired a great competence in the channels of an active business career and invested in a farm which he carried in practice to the ideal. Among other interests which he undertook was the development of milch cattle. He imported a line of Guernsey bulls and heifers and began to breed them. Obviously the breeding of these cattle could not be conducted as a mere matter of developing hereditary values. They must have the dairy work illustrative of the collateral value. So alongside of the breeding farm sprung up the dairy, and to illustrate this the product went on the general market. The product, of course, could not advertise the herds unless of the best kind, and all of the dairy interests were cared for with that end in view.

But in the meantime the Twombly cattle were announced in the advertising columns of a

minority of the Agricultural press as appearing as contestants in great exhibitions. These announcements were only a few lines. For instance "W. R. McK. Twombly will exhibit bulls, heifers and general stock in competition at the Columbian World's Exposition in Chicago," or something of that nature. The cost of transportation from the farm to the Exposition, the maintenance and care of the stock, the salaries of the grooms or herdsmen, resulted finally only in a blue ribbon.

But what a splendid value that little piece of silk with its gaudy gold lettering represented. The son of Taurus who bore it started at once to be the sire of a race as distinct as that of Abraham. His children were even more valuable than himself. The strain was sought for in heifers and young bulls, and their family root was fertilized by the milk that flowed through the dairy to the general public.

Such illustrations apply, of course, to what the gentleman farmer has to sell. As we have said above, he doesn't as a rule sell anything commensurate with the cost of its production. But the very conditions under which he produces implies that he is a buyer on a considerable scale, and in that aspect he is to be regarded as an advertising possibility. As a rule the gentleman farmer is a subscriber to the agricultural papers.

It is a belief that a good many persons who have acquired wealth by corporate advantages will increase the number of gentleman farmers by seeking seclusion in the country, and that this peculiar form of life will have longer and longer seasons, with a corresponding increase in the demand for their peculiar needs. This does not mean that there is a boom impending, nor that a demand for the kind or quality of goods they use will sweep like a tidal wave across the industrial world, but that it is a source of permanent and valuable business and it concerns those interested to regard it.

R. E. R.

UNTOLD LATENT PROSPERITY IN THE NORTHWEST.

Last month the St. Paul Jobbers' and Manufacturers' Association gave a dinner in honor of William Magivny, president of the St. Paul Union Stock Yards Company. James J. Hill delivered the principal address upon the prosperity of the northwest. Parts of this address are given below, because of the significant facts it contains upon the farming industry of this section of the country:

"I remember when the first flour was shipped in Minneapolis, and I cut the stencil mark out of a piece of oil paper that I had in my manifest bill of lading book. It was Muskingham Valley Mills, Troy, Ohio. The first flour that was shipped from Minnesota was branded as from Ohio. There were round hickory hoops; we got the hoop poles up at Chaska, where the maple-wood grew, took them over to Minneapolis, and it was shipped as 'round-hoop Ohio.'

"I remember the first fifty barrels of flour that came down. I took five drays, and got down to the landing, and we found that fifty barrels of flour stood up on end, raised some of the plank in the floor of the station, and made skidways and skidded the flour down onto the drays, and I rode on the front dray, heading the procession. That was the first flour that was shipped from the Northwest. It wasn't more than six months before the Muskingham Valley mills round hoop Ohio was the best on the market, and it was worth more than any flour that was made in the State of Ohio, and they had changed the name, from the Muskingham Valley Mills to Nicollet. From that day business began to grow until to-day Minneapolis is the greatest flour manufacturing city in the world.

FIRST MINNESOTA WHEAT.

"I might say the first wheat that was shipped from Minnesota was shipped from Le Sueur prairie, and there wasn't enough to load a barge. It was shipped to William L. Ewing & Company, a firm of St. Louis, and the firm for whom I was working paid me \$750 a year, and I always felt I earned the money. They thought they could buy some wheat up in this country, and they started me up there as a sort of missionary, and I bought all I could, and there wasn't enough to load a barge, but we stopped the barge at Chaska and completed the load with those hoop poles, the round hickory hoop poles for pork barrels in St. Louis. I have seen these things grow from small things. It does not seem so long ago that the time when I took charge of what was the old St. Paul & Pacific bankrupt road, made a party who had like myself confidence—and more confidence than money—and we

bought a lot of discredited bonds, and we bought them on time, and we agreed to pay for them, not when the logs came down; they used to in the early days make all bills payable when the logs came down. We agreed to pay for them six months after we foreclosed the last mortgage. The first year (and that was the year ending the 30th of June, 1879), we carried 180,000 bushels of grain. Last year we carried 105,000,000 bushels of grain.

INTRODUCTION OF CATTLE.

"Twenty-five years ago I was more ambitious than I am now, and we had a dry season in the Northwest. Notwithstanding the fact that they had no rain from seed time until July we harvested about two-thirds of a crop. I thought then that the man who played the fiddle on one string didn't make much music, and that I would help them get another string to their bow. I bought a farm out here and I procured the best cattle in the world and scattered them—gave them to the farmers. Some found fault, and said I ought not to, because Minnesota was the home of hard wheat, and it was a reflection on the State, the farmers shouldn't be asked to raise any cattle. I wanted our people to know that the value of the manure as a fertilizer was at least one-third the value of the food fed the cattle.

"I was born on a farm in Ontario, Canada, where they had to work, and they had to think; and they always held their own wherever they were planted. In this country, in Manitoba, or anywhere else, they hold their own because they know how to keep the fertility of the soil. You take a gold mine and dig the gold out, and it is an end to it. You take the coal mine and dig it and market the coal, and there is a hole in the ground. And that is all you have left. But you keep the fertility of the soil, and it is a perennial mine—it never fails. And with proper care and proper fertilization, there is no limit to what you can do.

PROFIT IN CATTLE.

"I think to-day the general tendency is to more cattle. The man who raises grain can work four months in a year, and he cannot work any longer. Now, he can put his seed in in the spring, and he can go camp-meeting in mid-summer and rest awhile, and then harvest and thresh and do a little fall plowing, if he is thrifty, with but four months or four and a half months. He has got to keep his stock, his horses and all that sort of thing—take care of his soil.

"You can market your cattle and you can get the money—and remember, not many years ago, in Nebraska, corn sold for ten and fifteen cents a bushel on the ear; they could not afford to buy coal for fuel because corn was cheaper—they absolutely burned it as fuel, because it was the cheapest fuel they could get. Now, they learned something. They commenced feeding cattle with Nebraska corn, and Kansas corn, and Missouri corn, although that corn sells at 60 cents a

bushel. When wheat was selling at 55 cents in Minnesota, I thought I would try what wheat would do to feed steers. Now, I fed them here ten miles from where we are, a lot of steers one winter. I found that I got 82 cents a bushel for my wheat that I fed to steers. That is a lot better than selling it for 55 cents.

"The agricultural yield per acre in Minnesota, cultivated land, as shown by the last United States census is \$4.67. The average yield in the State of Iowa is \$8.30 an acre, and the difference applied to the cultivated land in Minnesota would be over \$90,000,000 a year. Now, that is a reason why they should diversify.

"All you have in the Northwest, in this portion of it—Minnesota and the two Dakotas—is soil and climate. Everything of value comes from four sources. The sea is one of them, but it only contributes about 2½ per cent of the whole, and the other 97½ per cent is contributed by the farm, the forest and the mine. Now we have some mines in Minnesota. But the forests are nearly exhausted; the trees are counted. Now that brings you back to the farm, to the cultivation of the soil. Without the farm the State of Minnesota would be practically a desert, and if you go on cultivating the land without renewing it, without fertilizing it, it will in time be as much of a desert as the valley of the Euphrates, that once held (as far as we know) the Garden of Eden. There are remains there of irrigation plants greater than any we have in our day. The cultivation of the soil is the foundation of all your prosperity, and it will fill the measure of your prosperity to the brim and overflow to other communities if we are true to it.

"Now, when I say that the State of Minnesota yields \$4.67 per acre as an average on cultivated farm lands in the State, the islands of Jersey raise over \$200 per acre. In Minnesota we hold the record for butter. We have not yet established our reputation for cheese on as sound a basis, but how many men contribute toward that record for butter? It is the climate and the water and the soil of Minnesota that gives us our superiority. I think if you take fifty men out of the State of Minnesota who are making the butter we would be low down in the list of agricultural States. There is no season for it. If these fifty men can do it, fifty thousand can do it, with the same attention and same intelligence.

"Twenty-five years ago we thought if a man didn't get from twenty-five to thirty-five bushels of wheat to an acre that his crop was a partial failure. To-day the State averages about twelve; the farmer cultivates two acres to get what he got off for one twenty-five years ago, and wages are twice as high as they were then. These things must not discourage you. All you want to do is to see that that man does not wear out the land so that it gets so poor that it won't raise anything.

"The foundation of your prosperity is based in the cultivation of the soil,

and the intelligent cultivation of the soil. The better it is and the more intelligent it is the greater will be your returns. Fortunately, at this time our country is new, the country behind you is based, and its prosperity rests, almost solely on the cultivation of the soil, and why? People will have food if times are hard. The commercial world is bound up together by the thongs of trade and commerce so closely that neither can be high or scarce for any length of time if there is a supply anywhere on the face of the earth, for ships or rails or some way will find it and bring it to market.

"The great basis of all your business and your prosperity and your wealth comes out of the cultivation of the soil, and in that you are particularly favored. No part of the United States to-day stands as well, stands on as safe a basis as the Northwest. You have no idea that a farmer is going to stop cultivating the land when he can get a dollar a bushel for wheat and 90 cents for barley and 60 cents for corn and 50 cents for oats. Why is wheat worth that price? Because in certain portions of the world the crop has failed. Why wouldn't it be better for some of our farmers to raise less wheat and more cattle? Absolutely, in any period of ten or twenty years, the man who cultivates eighty acres in wheat will raise more bushels than the man who cultivates one hundred and sixty if he will take good care of his land and fertilize it.

INCREASE IN STOCK RAISING.

"I will tell you something that is a great gratification to me, and I have no doubt will be to you: The Great Northern railway carried very few carloads of live stock except from the ranges up to ten years ago; then it began to grow and to grow, and to-day we carry two and one-half times as many carloads from this side of the Minot as we do from all the ranges. I think the Great Northern brings as many hogs into the market of South St. Paul as any road running here. I don't know any road that brings more hogs in the course of a year. There is room for five times as many on the Great Northern; we might bring in a great many more, and we have the advantage of having no hog cholera.

"There is a mine of wealth in the soil of the Northwest that few people appreciate. There isn't any reason on the face of the earth why we should be satisfied with \$4.67 an acre as the greatest yield, when our neighbors in Iowa—and their main business is live stock, and they suffer a loss of 25 to 30 per cent from hog cholera annually—get a yield nearly twice as great. Our dairy products, our butter, our cheese are second to nothing in the world."

GAVE IT AWAY.

"Who is the lady with the swarm of reporters about her?"

"That's the countess."

"But she announced that she was here incognito."

"Yes, that's the way they traced her."

—Cleveland Plain Dealer.

ADVERTISING SUBURBAN REAL ESTATE.

Someone once said that the apartment or flat house was the invention of the devil and another party expressing his views on life in a flat said "houses are built but flats just happen." Whatever truth there may be in these two opinions, the fact remains that, with the increased facilities for reaching suburban points, more people every year are taking up permanent residence in towns within commuting distance of New York.

About forty years ago the late A. T. Stewart founded Garden City, Long Island, about nineteen miles from New York, a tract of land containing over eight thousand acres. Popular opinion seems to be that he intended to establish a model city where his employees could live in peace and comfort, away from the rush of a great metropolis. Whatever his object, he succeeded in establishing one of the beauty spots of Long Island, a huge park with some of the handsomest shade and decorative trees in the world.

The Garden City Estates Company owns and controls a large tract of land lying adjacent to and forming a part of the original Garden City, which has been laid out in various sized plots and improved in a highly attractive manner. The officers and directors of the company are men well known in the business world.

John Hadcock, of the Frank Presbrey Advertising Agency, who personally prepares and places the advertising for Garden City Estates, recently told a PRINTERS' INK reporter something of the advertising campaign which began the early part of the present year.

"This proposition," said Mr. Hadcock, "is best presented to the public through the local daily papers, although at times, especially when articles appear concerning Long Island, we use large space, with illustrations, in such publications as *Country Life in America* and *Town and Coun-*

try, but strictly speaking it is a newspaper proposition. At the beginning we ran large advertisements in about all of the city newspapers but we are now using from three to six inch ads, double column, with very little reading matter, surrounded by plenty of white space, in half a dozen representative dailies. Copy is changed every day or two; each advertisement deals with only one subject and that particular point is driven home. We always print at the bottom of these short talks a notice when our special parlor car leaves for the property and invite interested people to send to us for free transportation. We run these special cars every Saturday and Sunday, attached to a regular express train making only one stop, between Long Island City and Garden City, so prospective customers travel to and fro in comfort."

"What methods of advertising do you use other than newspaper and magazine space?"

"Various literature. We send out an interesting booklet 'Thirty Minutes from Broadway,' telling how, after projected improvements have been made and they will be made shortly, the distance between our property and New York can be covered in half an hour. It now takes about forty minutes and that isn't bad time for a nineteen mile trip. We also have other literature which explains and illustrates everything concerning our property, what we are doing in the way of improvements, why we are doing it and how we are doing it. We send out about four hundred pieces of mail matter a day, most of it addressed to apartment house dwellers in good sections of the city. These are the class of people we want to interest. We are after a good class of people to live in Garden City Estates and objectionable ones cannot do business with us. Some of the officers of the company will erect handsome residences on the property shortly. All inquiries received at the office are turned over to our sales department; each agent covers a specified

territory and attends to the follow-up work. They are all enthusiastic over the proposition and that means conscientious work. The company gave a dinner to its workers at the Hotel Astor, October 2d, and one of the best

ily and during the month of September four or five salesmen were credited with over \$30,000 in sales each. Numbers of people have visited the property during the last few months notwithstanding the backward season,

A Key for Realty Buyers

The success of a suburban real estate investment does not depend upon luck. Values increase most rapidly where people want to live, and people want to live in places that offer the greatest advantages. A real estate investment is easily measured when you know how. We will be glad to have you check up the advantages offered elsewhere in comparison with those at

Garden City Estates

A climate where you can live twelve months in the year.

Pure and invigorating air, with no malaria.

Perfect sanitation, only possible with a modern system of sewers.

Water so pure that it is sold by the gallon in New York.

Accessibility—property on two lines of railroad.

The handsomest railroad station and plaza on Long Island.

An established community with attractive environment.

Restrictions providing against any possible objectionable features.

Educational advantages—Public schools and two famous preparatory schools, St. Paul's for Boys and St. Mary's for Girls.

Churches and the classic Cathedral of the Incarnation.

One of the finest country hotels in America, open all the year round.

Parked boulevards and macadamized streets.

Granolithic sidewalks and curbs.

Gas and electric lights, telephone and telegraph.

Golf links famous on two continents.

A thoroughly responsible management.

Good roads and beautiful drives.

ONLY 30 MINUTES from Broadway when transportation facilities are completed, and 30 minutes from Long Island City now.

In visiting other properties take this list with you as a guide. Consult your own interests and buy nowhere until after you have visited our property. Remember that we furnish free transportation. Write or telephone for transportation and booklet. (Telephone 5222 Gramercy.)

DO IT TO-DAY.

Gage E. Tarbell, President

GARDEN CITY ESTATES

Flatiron Building, New York

DIRECTORS

TIMOTHY L. WOODRUFF
HARRY J. LUCE
ERNESTUS GULICK

WILLIAM K. ENGLISH
GEORGE W. FAIRCHILD
GEORGE J. SMITH

WILLIAM C. GILMORE
LE ROY W. BALDWIN
GAGE E. TARRELL

speeches ever made, I think, in connection with a selling proposition, was delivered by one of our agents, a woman.

"The returns from our advertising have been very satisfactory. The daily number of inquiries has been increasing steadily

and many of them have become purchasers. Our proposition is such a good one it seems to be easy to interest people, and in all of our literature and through our agents we talk nothing but facts. We want the people who buy land from us to live on the property

and have an arrangement whereby only a small percentage of the entire cost of a house need be paid in advance; the rest can be paid in reasonable installments, like rent, except at the end of a stated period a man owns his home instead of a bunch of rent receipts."

"What paper has shown the best results?"

"The Brooklyn Eagle, I think. Possibly because residents of that city know more about Long Island than New Yorkers and, if thinking of moving to the suburbs, are more likely to go there than cross two rivers to New Jersey, but all of our advertising is pulling well at present. Our advertising must be in the right direction because other real estate people are copying it closely both as to reading matter and style. Garden City has every modern improvement to make life worth living. Fine hotels and clubs, golf links known on two continents, and it is only 'Thirty Minutes From Broadway.'"

UNJUST APPRAISAL.

OMAHA, Nov. 9, 1907.

Editor of PRINTERS' INK:

In your issue of Nov. 6th I notice a quotation from *Mertz's Magazine* to the effect that the "Stop, Look and Listen" sign brought the author, Judge Paxton, \$6,000 in view of the fact that it would meet every emergency and do away with the accidents traceable to the long-winded signs that had heretofore stood at railroad crossings. Shortly after reading this article I ran across another quoted from the November *Bohemian*, which I have clipped and attach below—will the gentleman who placed the value on Judge Paxton's sign please speak up?

Sincerely yours,

E. A. HIGGINS.

THE CAUSE OF IT.

The old dinky was suing the railroad company for damages. The man contended that not being warned by whistle or engine bell he had started to drive his rig across the company's track when a shunted box car of said company crashed into his outfit, causing the death of the horse, loss of the wagon and minor injuries to himself. After the prosecution had closed its side of the case, the company's lawyer called the old dinky to the stand and went at him.

"Mr. Lamson," he began, "your rig was struck by the box car in full daylight, was it not?"

"I fink dar was some clouds ovahead, suh," answered the caviling witness.

"Never mind the clouds! And only

a few days before this accident the railroad company had put a new sign at that crossing?"

"Dar was a sign dar, ya-as, suh!"

"And didn't that say 'Stop! Look! Listen?'"

"Now, dar am de whol' accusation ub de trouble!" declared the dinky, with animation. "If dat Stop sign hadn't caught dis chile's eye jes' 's ah war squar' on dat track, dar wouldn't 'a' been no smash up!"

BOOKLETS.

"Garden Work" is a dainty booklet issued by Thos. Meehan & Sons, the nurserymen of Germantown, Pa. In artistic arrangement of details it ranks far above the average printed matter issued by nurserymen.

Byck Brothers, clothiers in New York, have utilized a number of well-known sayings and proverbs as the basis for a little booklet of sixteen pages and cover. Clothes illustrations alternate throughout the booklet with special adaptations of these wise saws.

It is a safe prediction that the latest product of the Cleveland Trust Company, entitled "The Story of Banking by Mail," will gain depositors for this institution, unless all the money in the land seeks safe deposit vaults and the toes of disused stockings. Incidentally the booklet is a boost for Cleveland.

It is easy to see that Lotus Shoes are English,—after one glances at the catalogue the manufacturers issue. But the half-tones are good, and the argument of the text has its foundation in a good idea. The booklet is too dreary; that is the main fault,—and besides the arrangement of matter might be vastly improved.

The catalogue of Sanitaire Beds, made by the Marion (Ind.) Iron & Brass Bed Company, is noteworthy for its effective illustrations and logical argument. The catalogue is intended for general circulation, and loses value because of the omission of all reference to price. Economy should be a strong point in advertising these beds.

A couple of booklets have been prepared by the Foley Agency, Philadelphia, for J. E. Caldwell & Co., jewelers in that city. The more pretentious of the two is devoted to illustrations and prices of gifts suitable for bridesmaids and ushers, and the other is entitled "Christmas Forethoughts." Both are creditable, to the house putting them out and to the agency that prepared them.

Leroy Fairman, who writes copy for advertisers, has issued a booklet which bears on the cover the inscription, "No Book In All The World Like This." It is an exceeding good booklet—so good, in fact, that nobody is apt to know why it is unlike others, especially as it does not tell. An explanatory letter from Mr. Fairman tells that it is written entirely in words of one syllable, and is the only one of its kind in this respect.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1908 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Montgomery, Journal, *dy.* *Aver.* 1906, 9,844. The afternoon home newspaper of its city.

ARIZONA.

Phoenix, Republican, *Daily aver.* 1906, 6,478. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith, Times, *Evening* (except Sat.) and *Sunday morning.* *Daily average* 1906, 4,328.

CALIFORNIA.

Oakland, Herald, *Average* 1906, 19,667; *Sept., 1907, 28,401.* Only California daily circulation guaranteed by Rowell's Directory.

COLORADO.

Denver, Post, The trail of the mighty dollar leads from the West, start it your way with a Wantad in the Post. *Cir. dy.* 59,674, *Sy.* 84,411.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport, Evening Post, *Sworn dy.* Aug., 11,619.

Bridgeport, Morning Telegram, *daily.* *Average for Oct. 1907, sworn* 11,917. You can cover Bridgeport by using Telegram only. *Rate, 1½¢ per line, flat.*

Meriden, Journal, *evening.* *Actual average for 1906, 7,580.* *First four months 1907, 7,724.*

Meriden, Morning Record and Republican, *Daily average for 1905, 7,578; 1906, 7,672.*

New Haven, Evening Register, *dy.* *Annual sworn aver.* for 1906, 14,681; *Sunday, 11,662.*

New London, Day, *evg.* *Aver.* 1906, 6,104; *aver.* for Sept., 6,778. Rates obtained direct.

Norwalk, Evening Hour, *Daily average guaranteed to exceed 8,800.* *Sworn circulation statement furnished.* Covers not only the Norwalks but fifteen small towns adjoining, covering a territory of over 40,000 people. Has the largest circulation of any newspaper in Southwestern Connecticut.

Norwich, Bulletin, *morning.* *Average for 1905, 5,920; 1906, 6,559; June, 1907, 7,259.*

Waterbury, Republican, *dy.* *Aver.* for 1905, 5,648; 1906, 5,957. La Coste & Maxwell.

DISTRICT OF COLUMBIA.

Washington, Evening Star, *daily and Sunday.* *Daily average for 1906, 55,577* (©).

GEORGIA.

Atlanta, Journal, *dy.* *Av.* 1906, 50,857. *Sunday 57,988.* *Semi-weekly 74,916.* The Journal covers Dixie like the dew.

IDAHO.

Boise, Evening Capital News, *dy.* *Aver.* 1906, 4,808; *average, July, 1907, 6,188.*

ILLINOIS.

Aurora, Daily Beacon, *Daily average for 1905, 4,580; 1906, 6,454.*

Calto, Citizen, *Daily average 1st. 6 months, 1907, 1,585.*

Champaign, News, Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, The American Journal of Clinical Medicine, *mo.* (\$1.50), the open door to the American Doctor, and through him to the American Public. *Guar. 40,000 cir.; invest'd by A. A. A.*

Chicago, Bakers' Helper, *monthly* (\$1.00). Bakers' Helper Co. *Average for 1906, 4,917* (©).

Chicago, Breeder's Gazette, *weekly.* \$2. *Aver. circulation for year 1906, 70,000.* For 39 weeks ended Sept. 25, 1907, 78,906.

Chicago, Dental Review, *monthly.* *Actual average for 1905, 5,702; for 1906, 4,901.*

Chicago, Examiner, *Average for 1906,*

649,846 *Sunday,*

172,000 *Daily.*

Guarantees larger circulation in city of Chicago than any two other morning papers combined.

Has certificate from Association of American Advertisers.

Circulation for 1 Sunday, 717,681.

February, 1907; Daily, 192,971.

Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.

Chicago, Farm Loans and City Bonds, *Leading investment paper of the United States.*

Chicago, Journal Amer. Med. Ass'n, *weekly.* *Average six mos., Jan. to July, 1907, 51,210.*



*"The Missus Says She Could'nt
keep House 'thout COMFORT"*




¶ You can reach One Million and á Quarter Homes through a single Advertisement in **COMFORT** and a class of people who are in the habit of buying direct through the mail. ¶ **COMFORT** caters to the woman and her home. ¶ The country women of America look forward eagerly each month to the arrival of their copies of **COMFORT**. ¶ They regard it as a necessity. ¶ They not only look to its columns for reading matter and helpful advice on matters concerning their household duties, but they look to its advertising columns for the supply of their household needs and the personal necessities of their families. ¶ Ask any Advertising Agent about **COMFORT**, or write

W. H. GANNETT, Publisher, Inc.
AUGUSTA, MAINE:

New York: 1105 Flatiron Bldg.

Chicago: 1635 Marquette Bldg.

Chicago, Record-Herald. Average 1906, daily 141,748; Sunday 211,611. Average July, 1907, exceeding daily 152,420; Sunday 220,181.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©©).

Joliet, Herald evening and Sunday morning. Average for year ending April 30, 1907, 7,371.

Peoria, Evening Star. Circulation guaranteed more than 21,000.


INDIANA.

Indianapolis, Up-to-Date Farming, 1906 av. 174,581. Nov. 200,000 a times a mo., 75c. a line.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1906 24,512.

Princeton, Clarion-News, daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item, daily. Sworn average net paid circulation for nine months ending Sept. 30, 1907, 5,141. A circulation of over 5,000 guaranteed in all 1907 contracts. The item goes into 80 per cent of the Richmond homes. No street sales. Uses no premiums.

 The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. Sworn daily average, Oct., 1907, 9,755. Absolutely best in South Bend.

INDIAN TERRITORY

Ardmore, Ardmoreite, daily. Average for 1906, 2,448.

IOWA

Burlington, Hawk-Eye, daily. Aver. 1906, 8,764. "All paid in advance."

Davenport, Times. Daily aver. Oct., 18,257. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Sworn average circulation for 1906, 41,761. Circulation, City and State, largest in Iowa. More advertising of all kinds in 1906 in 363 issues than any competitor in 365 issues. Rate 70 cents per inch, flat.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Aver. circulation 1st 6 mos. '07, 80,198.

Des Moines, Iowa State Register and Farmer, w'y. Aver. number copies printed, 1906, 32,128.

Sioux City, Journal, Daily average for 1st 6 months, 1907, sworn, 28,904. Morning, Sunday and Evening Editions.

Sioux City, Tribune, Evening. Net sworn d'y. aver. (returns deducted) 1st 6 mos. 1907, 81,122. For September, 1907, 88,981.

You can cover Sioux City thoroughly by using The Tribune only. It is subscribed for by practically every family that a newspaper can interest. Only Guarantee Star paper in Iowa.

KANSAS.

Lawrence, World, evening and weekly. Copies printed, 1906, daily, 3,775; weekly, 3,081.

KENTUCKY.

Owensboro, Messenger. Daily aver. six mos. ending June 30, '07, 3,568; aver. Aug., 3,940.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1906, 1,271,982.

Augusta, Maine Farmer, w'kly. Guaranteed, 14,000. Rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1906, daily 9,695; weekly 28,578.

Madison, Bulletin, w'y. Circ., 1906, 1,581. Now over 1,600. Only paper in Western Somerset Co.


Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1906, 8,077.

Portland, Evening Express. Average for 1906, daily 12,806. Sunday Telegram, 8,041.

MARYLAND.

Baltimore, American, d'y. av. 1st 6 mos. '07, 77,052; Sun., 90,827. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1906, 69,814. For October, 1907, 74,828.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (©©). Boston's tea table paper. Largest amount of week day adv.

Boston, Globe. Average 1906, daily, 182,926. Sunday 295,332. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.

Holyoke, Transcript, daily. Act. av. for year ending May, 1906, 7,859; 3 mos. '07, 7,842.

Lynn, Evening Item. Daily sworn av. year 1906, 15,068; Jan., 1907, av. 16,017. The Lynn family paper. Circulation absolutely unapproached in quantity or quality by any Lynn paper.

Woburn, News, evening and weekly. Daily av. net paid circ. March, 1,228. W'kly, 1,431.

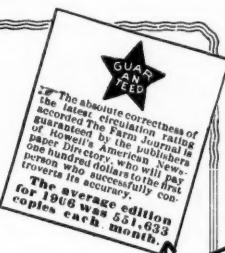
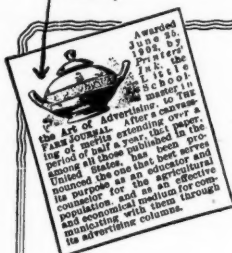
Worcester, Evening Gazette. Actual sworn average for the first six months of 1907, 15,223 copies daily—nearly 40% increase over 1906. Largest eve. circ'n. Worcester's "Home" paper. Permission given A. A. A. to examine circulation.

Worcester, L'Opinion Publique, daily (©©). Paid average for 1906, 4,282.

MICHIGAN.

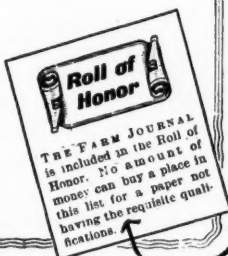
Bay City, Times, evening. Av. for 6 mos. to July 1, 1907, 11,002 copies, daily, guaranteed

*This is the opinion of experts
Farm Journal is proud of the
Sugar Bowl.*



*Farm Journal has
the largest circulation of
any farm paper in the world.*

The ONLY paper in
the United States
which has received
all the distinguish-
ing marks awarded
by *Printers' Ink* is the
FARM JOURNAL
PHILADELPHIA



*This means that Farm Journal
has been in its circulation and
has done so for many years.*

*After all quality is more
important than quantity.*



Jackson, Citizen-Press. Only evening paper. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. No secrets. Sept. daily average, 7,988.



Jackson, Patriot. Average July, 1907, 8,250; Sunday, 9,045. Greatest net circulation. Verified by A. A. Sworn statements monthly. Examination welcomed.

Saginaw, Courier-Herald. daily. Sunday. Average 1906, 14,897; October, 1907, 14,649.

Saginaw, Evening News. daily. Average for 1906, 19,964; October, 1907, 20,684.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1906, 27,836.



Minneapolis, Journal. Daily and Sunday (©). In 1906 average daily circulation, 74,054. Daily average circulation for Oct., 1907, 77,184. Average Sunday circulation for Oct., 1907, 72,597. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to reach the great army of purchasers throughout the Northwest and goes into more homes than any paper in its field. It brings results.



Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1906, 52,010.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1906, 87,187; average for 1906, 100,266; mos. 1907 104,100.



The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

CIRCULATION Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Old est Minneapolis daily. The Sunday Tribune average per issue for the year ending December 1906, was 81,272. The daily Tribune average per issue for the year ending December, 1906, was 102,164.

St. Paul, Pioneer Press. Net average circulation for January-July 35,502. Sunday 32,487.



The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona, Republican-Herald. Av. June, 4,616. Best outside Twin Cities and Duluth.

MISSOURI.

St. Joseph, News and Press. Circulation 1906, 26,079. Smith & Thompson, East, Props.

St. Louis, National Druggist. mo. Henry R. Strong, Editor and Publisher. Aver. 11 mos. 1907 10,685 (©). Eastern office, 39 Maiden Lane.

St. Louis, National Farmer and Stock Grower monthly. Average for 1906, 104,200.

MONTANA.

Missoula, Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA.

Lincoln, Deutsch-American Farmer, weekly. Average 1906, 141,853.

Lincoln, Freie Presse, weekly. Actual average for 1906, 142,989.

NEW HAMPSHIRE.

Manchester, Union. Av. 1906, 16,758, daily. N. H. Farmer and Weekly Union, 5,550.

Nashua, Telegraph. The only daily in city. Average 8 mos. ending Aug. 31, 1907, 4,422.

NEW JERSEY

Asbury Park, Press. 1906, 4,819. Gained average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1906, 9,020.

Elizabeth, Journal. Av. 1904, 5,522; 1905, 6,515; 1906, 7,347; first 6 mos. 1907, 8,321.

Jersey City, Evening Journal. Average for 1906, 25,005. First six months 1907, 24,059.

Newark, Eve. News. Net dy. av. for 1906, 65,022 copies; net dy. av. for Oct., 1907, 67,148.

Trenton, Evening Times. Av. 1906, 18,227; 3 mos. dy. av. Apr. 30, 07, 20,621; Apr., 20,682.

NEW YORK.

Albany, Evening Journal. Daily average for 1906, 16,251. It's the leading paper.

Batavia, Daily News. Average first 6 mos. 1907, 7,494. F. R. Northrup, Special Rep., N. Y.



Brooklyn, N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average 6 mos. 1907, 58,449.

Buffalo, Courier, morn. Av. 1906, Sunday 91,168; daily, 53,681; Enquirer, even., 52,682.

Buffalo, Evening News. Daily average 1906, 94,690; for 1906, 94,743.

If
Your Advertising Hasn't
Paid in Buffalo
Use

The Daily Courier
and Enquirer

Sworn Circulation 83,982

AND

The SUNDAY COURIER

Sworn Circulation 90,560

They give you more home
circulation, and at a lower
rate per thousand, than any
other Buffalo papers.

W. J. CONNERS, Proprietor
W. S. Bennett, Business Manager

HAND, KNOX & CONE CO.

Foreign Advertising Representatives
BOYCE BLDG. BRUNSWICK BLDG.
CHICAGO NEW YORK

PROOF OF RESULTS

**IS SOMETHING YOU VERY SELDOM GET.
HERE IS A PAPER THAT PROVES THEM.**

We wanted to know how the returns from Farm, Stock & Home compared with those of other Minnesota Agricultural papers, so we wrote to advertisers who had used them all at some time during the past year:

"We will regard it as a personal favor if you will tell us frankly the relative standing of these papers as business bringers in your case. Do not hesitate to tell us if some other papers paid you better than Farm, Stock & Home. We do not want to be jollied or patted on the back. We want the actual facts. If possible we would like to have the relative cost of sales made from all the Minnesota agricultural papers."

One hundred and seventeen replied

IN ANSWER TO THE LETTER.

- 51 advertisers reported Farm, Stock & Home the best.
- 37 returns satisfactory; as good as from any other.
- 3 better results from The Farmer.
- 2 better results from another, not mentioned.
- 7 did not key their advertisements.
- 5 absolute failure in all papers.
- 6 unsatisfactory in all papers.
- 6 declined to make comparisons.

FARM, STOCK & HOME

Tells the truth, even though by so doing it loses advertising patronage. It told the truth about condimental stock foods, the fraudulent pedler system of stallion selling and the numerous fake oil and mining investment companies, and has always barred such advertising from its columns.

RATES:

Less than 1,500 agate lines in one year, 40 cents;
between 1,500 and 2,500 lines, 38 cents; over 2,500
lines, 36 cents. Full page, \$265.00 per insertion.

CIRCULATION OVER 103,000.



GUARANTEED.

The absolute correctness of the latest circulation rating accorded Farm, Stock & Home is guaranteed by the publishers of the American Newspaper Directory, who will pay One Hundred Dollars to the first person who successfully controverts its accuracy.

COMPARE THE RATE CARDS.

There is not a single reason why Farm, Stock & Home should not be selected for its territory in preference to any other.

APPROXIMATE DISTRIBUTION.

Minnesota,	-	-	-	50,000
Dakotas,	-	-	-	24,000
Wisconsin,	-	-	-	7,500
Iowa,	-	-	-	7,500
Miscellaneous,	-	-	-	14,000

Let us tell you more about it.

FARM, STOCK & HOME, MINNEAPOLIS, MINN.

Corning. Leader, evening. Average 1904, 6,258; 1905, 6,595; 1906, 6,555; Feb. av., 6,520.

Mount Vernon. Argus, evening. Actual daily average for 12 mos. ending Sept. 30, '07, 4,424.

Newburgh. News, daily. Av. '06, 5,477; 4,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1863. Actual weekly av. for '06, 3,706 (©). 4 mos. to Apr. '07, 3,949.

Automobile, weekly. Average for year ending Dec. 28, 1906, 15,212.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1906, 5,485.

Benziger's Magazine, the only popular Catholic Family Magazine published in the United States. Guaranteed circ'n, 15,000; 50c. per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Av. for 1906, 26,611 (©).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1906, 8,542—sworn.

Music Trade Review, music trade and art weekly. Average for 1906, 5,109.



Printers' Ink, a journal for advertisers, published every Wednesday. Established 1838. Actual weekly average for 1906, 11,708.

The People's Home Journal. 554,916 mo. Good Literature, 452,500 monthly, average circulation for 1906—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Nov. 1907, 8,584; Nov. 1907, issue, 10,000.

The World. Actual av. for 1906, Morn., 518,664. Evening, 559,057. Sunday, 442,228.

Rochester, Case and Comment, mo., Law. Av. for year 1906, 22,601. Guaranteed 20,000.

Schenectady, Gazette, daily. A. N. Ideaty. Actual average for 1905, 15,058; 1906, 15,509.

Syracuse, Evening Herald, daily. Herald Co. pub. Av. for 1906, daily 55,206. Sunday 40,064.



Troy, Record. Average circulation 1906, 18,801. Average October, 1907, 20,888. Only paper in city which has permitted A. A. A. examination.

Utica, National Electrical Contractor, mo. Average for 1906, 2,625.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending March 31, 1907, 14,927.

NORTH CAROLINA.

Raleigh. Times. Sworn statement can be furnished showing circulation of the Raleigh Evening Times, Raleigh, N. C., has not been less than 5,000 since November, 1905. The Times is North Carolina's foremost afternoon paper.

NORTH DAKOTA.

Grand Forks, Normanden. Av. yr. '05, 7,201. Av. for year 1906, 8,180.

OHIO.

Akron, Times, daily. Actual average for year 1906, 8,977. September, 1907, 9,778.

Ashtabula, American Snopmat. Finnish. Actual average for 1906, 10,690.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1906, 72,216; Sunday, 85,869; Oct., 1907, 74,844 daily; Sun., 86,872.

Coshocton. Age, daily. Net average 1906, 2,757. Verified by Asso. Amer. Advertisers

Coshocton. Times, dy. Net '06, 2,122; 6 mo. '07, 2,416. No cash books fixed to fit padded cir.

Dayton. The I. L. U. Home Journal, mo. (Formerly Laborers' Journal). National cir. Av. for year ending April 30, '07, 14,811 copies. Critically read by 36,500 members of THE I. L. U. GRAND LODGE, the fraternal, beneficiary order of wage-workers. 5c. agate line, flat rate.

Dayton, Journal. First six months 1907, actual average, 24,196.

London, Democrat, semi-weekly. Actual average for 1906, 8,668; now guarantees 4,000.

Springfield. Farm and Fireside, over ¼ century leading Nat. agricult'l paper. Cir. 425,000.

Warren, Daily Chronicle. Actual average for year ending December 31, 1906, 3,654.

Youngstown, Vindicator. D'y. av. '06, 12,740; Sp. 10,001; LaCoste & Maxwell, N. Y. & Chicago.

OREGON.

Mt. Angel. St. Joseph's Blatt. Weekly. May 3, 1907, 19,185.

Portland, Journal, daily. Average 1906, 25,578; for Oct., 1907, 25,469. The absolute correctness of the latest circulation statement guaranteed by Rowell's American Newspaper Directory.

Portland, Pacific Northwest, mo.; av. 1st 6 mo. 1907, 16,000. Leading farm paper in State.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1906, 7,085. N. Y. office, 220 B'way. F. R. Northrup, Mgr.

Eric, Times, daily. Av. for 1906, 17,110; Oct., 1907, 18,545. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Sworn av. Oct., 14,582. Largest paid circulation in H'b'g or no pay

Philadelphia, Confectioners' Journal, mo. Av. 1905, 5,470; 1906, 5,514 (©).

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of October, 1907:

1	234,295	17	229,794
2	236,159	18	231,009
3	234,147	19	229,114
4	230,353	20	Sunday
5	228,430	21	226,306
6	Sunday	22	227,921
7	228,623	23	233,037
8	231,535	24	231,524
9	235,924	25	231,067
10	231,873	26	230,031
11	230,714	27	Sunday
12	229,293	28	226,882
13	Sunday	29	229,188
14	227,123	30	229,289
15	220,226	31	225,399
16	229,506		

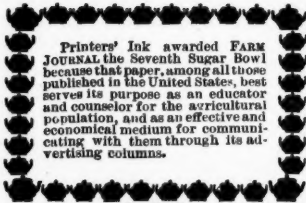
Total for 27 days, 6,213,081 copies.

NET AVERAGE FOR OCTOBER:

230,114 copies a day

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher,



Printers' Ink awarded FARM JOURNAL the Seventh Sugar Bowl because that paper, among all those published in the United States, best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.



1906, 100,548; the Sunday Press, 137,863.

Pittsburg, Pa. The Team Owners' Review. High-grade monthly trade paper; first-class advertising medium. Circulates among Team Owners, Hauling Contractors, Transfer, Express, Carting and Draying Companies, the largest consumers of Horse Goods, Saddlery, Stable Supplies, Wagons, Trucks, etc.

Seranton, Truth. Sworn circulation for 1906, 14,126 copies daily, with a steady increase.



West Chester. Local News, daily. W. H. Hodgson. Average for 1905, 13,297. In its sixth year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.



Williamsport, Grit. "America's Greatest Family Newspaper." Aver. 10 mos., '07, 284,111. Circulated in over 13,000 small cities, towns and villages. Home circulation. Guaranteed.

York, Dispatch and Daily. Average for 1906, 17,769.

RHODE ISLAND.

Pawtucket, Evening Times. Aver. circulation for 1906, 17,115 (sworn).

Providence, Daily Journal. 18,051 (©©). Sunday, 21,840. (©©). Evening Bulletin 36,620 average 1906. Providence Journal Co. pubs.



Providence, Tribune. Morning 40,344. Evening 21,118; Sunday, 16,320. Most progressive paper in the field. Evening edition guaranteed by Rowell's Am. N. D.

Westerly, Sun. Geo. H. Utter, pub. Aver. 1906, 4,627. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dv. average for 1906, 4,474. December, 1906, 4,755.



Columbia, State. Actual average for 1906, daily (© ©), 11,287 copies; semi-weekly, 2,625; Sunday (© ©), 1906, 12,228. Actual average for first six months, 1907 daily (© ©) 12,940, Sunday (© ©) 18,769.

Spartanburg, Herald. Actual average circulation for first nine months 1907, 2,621.

TENNESSEE.



Chattanooga, News. Aver. 3 mos. ending Dec. 31, 1906, 14,707. Only Chattanooga paper permitting examination circulation by Assoc. Am. Advertisers. Carries more adv. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.



Knoxville, Journal and Tribune. Daily average year ending December 31, 1906, 18,692. Week-day average now in excess of 15,000. The leader.

Memphis, Commercial Appeal daily, Sunday, weekly. First six months 1907 av.: *Dy.*, 41,783; *Sunday*, 61,485; *weekly*, 81,312. Smith & Thompson, Representatives, N. Y. and Chicago.

Nashville, Banner. daily. Aver. for year 1906, 81,453; Jan. 1907, 82,588; Feb. 1907, 87,971.

TEXAS.

El Paso, Herald. May, av., 7,618. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre, Times. daily. F. E. Langley. Aver. 1906, 8,527; 1906, 4,115.

Bennington, Banner. daily. T. E. Howe. Actual average for 1906, 1,980.

Burlington, Free Press. Daily average for 1906, 8,459. Largest city and State circulation. Examined by Assoc. of Amer. Advertisers.

Montpelier, Argus. daily. Actual average for 1906, 8,280 copies per issue.

Rutland, Herald. Average 1904, 5,527. Average 1905, 4,256. Average 1906, 4,677.

St. Albans, Messenger. daily. Actual average for 1906, 3,051; for 1906, 3,588 copies per issue.

VIRGINIA.

Danville, The Bee. Av. 1906, 2,867. Oct. 1907, 2,828. Largest circ'n. Only eve'g paper.

Richmond, Modern Farming. mo. Average for first five months of 1907, 14,425.

WASHINGTON.

Seattle, Post-Intelligencer (©©). Av. for Oct., 1907, net-Sunday 48,826; Daily, 85,808; week day 34,041. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service greatest results always.



Seattle, The Daily and Sunday Times lead all newspapers on the Pacific Coast north of Los Angeles in amount of advertising printed during first 6 mos. 1907. Nearest rival was beaten by over 124,001 inches display and 180,000 lines of classified. That tells the story of results. Average for 1906, was 42,172 daily, 56,794 Sunday. Average for Sept., 1907, were -Morning 16,799, Evening 47,457, Sunday 66,801. You get the best quality and largest quantity of proven circulation perfectly blended when you buy space in the Times, the biggest newspaper success of the last decade on the Pacific Coast.

Tacoma, Ledger. Average 1906, daily, 16,059; Sunday, 21,798.

Tacoma, News. Average 1906, 16,109; Saturday, 17,610.

WEST VIRGINIA.

Parkersburg, Sentinel. daily. R. E. Hornor, pub. Average for 1906, 2,040.

Rouevorte, W. Va. News. W. Wm. B. Blake & Son, pubs. Aver. 1906, 2,220.

WISCONSIN.

We Are Realizing on Crops.

Within thirty days the Western farmer will realize on this year's crops, and will be in the market for manufactured articles of every variety. These days the farmer is to be envied above all other men. In the territory round about Janesville, Wisc., where the GAZETTE is read by thirty thousand people, the tobacco and sugar-beet crop alone will net the growers this year over \$1,500,000.

M. C. WATSON, 1509 Home Life Bldg., N. Y. A. W. ALLEN, 1502 Tribune Bldg., Chicago.

Madison. State Journal. dy. Average 1906
\$2,602; Jan., Feb., Mar., 1907, 4,834; Apr., 5,106.



Milwaukee. The Journal, eve-
True to its record for the preced-
ing months of 1907 The JOURNAL
(six days) for the month of Octo-
ber carried more advertising than
did any other evening newspaper,
and also more than did any seven-
day newspaper—and all of it clean
copy and at full rates. The JOURNAL's city cir-
culation, "In Every Other Home in the City" is
larger than is the total circulation of any other
Milwaukee daily. The JOURNAL is supreme in
its field for classified advertising. These facts
make the Milwaukee situation clear to away-
from-home advertisers.

The JOURNAL's local advertising bureau is of
the greatest value to foreign advertisers. Em-
ploy it at your pleasure. Sample copies, rates
and detailed circulation statement for one year
sent upon request.

Average circulation for October, 52,450
daily; gain over October, 1906, 7,218 daily.

Milwaukee. Evening Wisconsin, d'y. Av. 1906
28,480 (©). Carries largest amount of ad-
vertising of any paper in Milwaukee.

Oshkosh. Northwestern. daily. Average for
1906, 8,099.



THE WISCONSIN AGRICULTURIST

Racine. Wis. Estab. 1877.
Actual weekly average for year
ended Sept. 30, 1907, 56,086.
Larger circulation in Wiscon-
sin than any other paper. Advs.
\$3.50 an inch. N. Y. Office, Tem-
ple Ct. W. C. Richardson, Mgr.



WYOMING.
Cheyenne. Tribune. Actual daily average net
for 1906, 5,126; semi-weekly, 9 mos., '07, 4,394.

BRITISH COLUMBIA.
Vancouver. Province. daily. Average for
1906, 10,161; Sept. 1907, 14,720. H. LeClerque,
U. S. Rep'r., Chicago and New York.

MANITOBA, CAN.
Winnipeg. Free Press. daily and weekly. Av-
erage for 1906, daily, 24,559; daily Oct. 1907,
26,207, wy. av. for mo. of Oct., 21,620.

Winnipeg. Der Nordwesten. Canada's Ger-
man newsp'r. Av. 1906, 16,177. Rates 56c. inch.

Winnipeg. Telegram. Average 6 mos. 1907,
22,961. Weekly av. 19,586. Flat rate, 3½c.

ONTARIO, CAN.
Toronto. Canadian Implement and Vehicle
Trade, monthly. Average for 1906, 6,125

Toronto. Canadian Motor, monthly. Average
circulation for 1906, 4,640.

QUEBEC, CAN.
Montreal. La Presse. Actual average, 1906
daily 100,087, weekly 49,992.

Montreal. The Daily Star and
The Family Herald and Weekly
Star have nearly 200,000 subscrib-
ers, representing 1,000,000 readers
—one-fifth Canada's population.
Av. circ. of the Daily Star for 1906,
49,984 copies daily; the Weekly
Star, 128,452 copies each issue.



THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the
Newspaper in Which It Appears.

Advertisements under this heading are only desired from
papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado
Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN. Conn. MORNING RECORD; old es-
tablished family newspaper; covers field
60,000 high-class pop.; leading Want Ad paper.
Classified rate, cent a word; 7 times, 5 cents a
word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR. Washington.
D. C. (©). carries DOUBLE the number of
WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad"
Directory.

THE TRIBUNE publishes more classified ad-
vertising than any other Chicago newspaper

INDIANA.

THE INDIANAPOLIS NEWS prints every day
every week, every month and every year.
more paid classified (want) advertisements than
all the other Indianapolis papers combined. The
total number it printed in 1906 was 315,300, an
average of over 1,000 every day, which is 136,929
more than all the other Indianapolis papers had.

STAR LEADS IN INDIANA.

During the last nine months the INDIANAPOLIS
STAR carried 461.97 more columns of paid classi-
fied advertising than carried by its nearest com-
petitor during the same period. The STAR gained
1535.77 columns over the corresponding months
of last year. During the past two years the
STAR's circulation has exceeded that of any other
Indiana newspaper. Rate, six cents per line.

The Lake County Times Hammond, Ind.

An Up-to-Date Evening Paper. Four Edi-
tions Daily.

The advertising medium par excellence of
the Calumet Region. Read by all the pros-
perous business men and well-paid mechan-
ics in what has been accepted as the
"Logical Industrial Center of America."
Guaranteed circulation over 10,000 daily.

IOWA.

THE Des Moines REGISTER and LEADER; only
morning paper; carries more "want" ad-
vertising than any other Iowa newspaper. One
cent a word, m'thly rate \$1.25 nonp. line, dy & sy.

THE Des Moines CAPITAL guarantees the lar-
gest city and the largest total circulation
in Iowa. The Want columns give splendid re-
turns always. The rate is 1 cent a word; by the
month \$1 per line. It is published six evenings
a week; Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1906, printed a total of 44,757 paid "want" ads. There was a gain of 17,530 over the year 1905, and was 301,569 more than any other Boston paper carried for the year 1906.

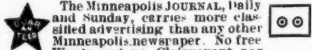


30 WORD AD. 10 cents a day. DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

ST. PAUL DISPATCH, St. Paul, Minn., covers its field. Nine months' average, 68,833.



The Minneapolis JOURNAL, daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in (col., 180,749 lines. Individual advertisements, 25,757. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash companies order the rate is 1c. a word. No ad taken less than 20c.



CIRCU'L'T'N THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday, by Am. News-paper Directory



MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 10c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circula't'n (first 6 mos. 1907), 11,187; Sunday, 15,068.

NEBRASKA.

THE AMERICAN FARM LIBRARY, Edgar, Nebr. Monthly, Circula't'n 25,000. Rate, 2c. per word.

NEW JERSEY.

NEWARK, N. J. FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEW YORK.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN Okla. City, 21,040. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

PROVIDENCE TRIBUNE, morning and evening, 43,900, brings results, cost the lowest.

SOUTH CAROLINA.

THE Columbia STATE (☉☉) carries more Want ads than any other South Carolina newspaper.



CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,067, Saturdays 117,000—Sword to 10). Carries more want ads than any newspaper in Montreal.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD and WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

SELECTION OF TYPE FACES.

You can do good printing with a few well-chosen faces. Just what faces, will be determined by the kind of printing you do.

The heavier the face the smaller need be the size used. The lighter the face the larger the size.

Use engravers' faces on stationery, but not in title pages or advertisements.

Do not use very condensed or very extended faces, unless absolutely necessary.

Lower-case is to be preferred to capitals for display composition.

Do not use more than two or three faces on one job, and they must be harmonizing faces, but do not make printed matter monotonous by using only one face with the lines near to one size.—British Printer.

The joy of reading your finished copy may not be contagious with the reader unless you have put yourself in his place.—Bank Advertiser.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 22,896 publications listed in the 1907 issue of Kowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA.

THE MOBILE REGISTER (◎◎). Established 1821. Richest section in the prosperous South.

WASHINGTON, D. C.

Nearly everybody in Washington subscribes to THE EVENING AND SUNDAY STAR. Average, 1906, \$5,577 (◎◎).

ILLINOIS.

THE INLAND PRINTER, Chicago. (◎◎) Actual average circulation for 1906, 15,866.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL, daily, average August, 1907, 8,967; weekly, 17,706 (◎◎); 7.44% increase daily over last year.

MASSACHUSETTS.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎). Boston. Nearly 200 of its 400 advertisers use no other textile journal. It covers the field.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

PIONEER PRESS (◎◎). St. Paul, Minn. Most reliable paper in the Northwest.

THE MINNEAPOLIS JOURNAL (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

NEW YORK.

NEW YORK TIMES (◎◎). Largest gold-mark sales in New York.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

NEW YORK DRAMATIC MIRROR (◎◎). The leading theatrical paper of the world.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL, (◎◎). First in its class in circulation, influence and prestige.

ENGINEERING NEWS (◎◎).—The leading engineering paper in the country.—Press, Cleveland

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

VOGUE (◎◎) carried more advertising in 1906 than any other magazine, weekly or monthly.

DRY GOODS ECONOMIST (◎◎), the recognized authority of the Dry Goods and Department Store trade.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

STREET RAILWAY JOURNAL (◎◎). The foremost authority on city and interurban railroading. Average circulation 8,300 weekly. MCGRAW PUBLISHING COMPANY.

HARDWARE DEALERS' MAGAZINE.

In 1906, average issue, 30,791 (◎◎). Specimen copy mailed upon request. D. T. MALLETT, Pub., 253 Broadway, N. Y.

THE ENGINEERING RECORD (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

FOREST AND STREAM (◎◎)

Largest circulation of any sportsman's weekly. Goes to wealthy recreationists. Write.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Ay. weekly cir. during 1906 was 18,827. MCGRAW PUBLISHING COMPANY.

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Mark—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1906, 100,548; The Sunday Press, 137,563.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, large-t circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,558, 8at rate.



NOVEMBER 5, 1907.

MR. A. J. AIKENS, General Manager,

THE EVENING WISCONSIN,**Milwaukee, Wis.**

DEAR MR. AIKENS:—May be you have not had occasion to watch our growth and have not been informed as to the many representative orders, both local and otherwise, we have had the pleasure of executing the past year. Believing that you are interested in the success of your clients, it may not be amiss for us to state that amongst the foremost of these is an order for seven hundred and forty-five desks from the Union Pacific Railroad Company.

These people came here to get prices, look over our stock, and reports they received from their local friends were to the effect that we are the most progressive and persistent advertiser in our line, and for that reason our goods could not be anything but first class, and as represented. We proved that by filling the first half of the order, amounting to four hundred desks, in such a manner that last week we were favored with an order for three hundred and forty-five more, or about fourteen car loads in all.

Our high standing has therefore, no doubt, been gained through the medium of your daily publication. Your paper is the only one we are and have been using for a long time, and we cannot help but express our satisfaction at the service you are giving us, and at the results we are obtaining by patronizing your advertising columns.

Much success to your worthy sheet.

Respectfully yours,

Northwestern Furniture Co.
C. A. N.

Dict.—C. A. N.

Advertising Manager.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,
NEW YORK CITY.
Telephone 4779 Brekman.

President, ROBERT W. PALMER,
10 Spruce St., New York City.
Treasurer, GEORGE P. ROWELL,
10 Spruce St., New York City.
London Agent, F. W. SEARS, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$3); 300 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, Nov. 20, 1907.

THE cost of advertising that more than pays for itself should not be a bugbear.

ALL clean, and worthy business benefits by the sunshine, and it's a mistake to keep it in the shade.

THE voice of May and June often lingers on the advertiser's page. It should be dismissed now for a Winter's Tale.

A CERTAIN farmer's last advice to his son was: "Don't spend money recklessly—except for fertilizers." Advertising is the fertilizer of business.

If you stop your horse from drawing your cart, you can of course push it from behind a little way. But why take the momentum off? The timid advertiser will know what this parable means.

Die Deutsche Hausfrau, Milwaukee, represented in the East by Louis Klebahn, will send as a Christmas souvenir to advertisers and agencies an article imported from Germany.

Farm Mediums.

It is a new departure for PRINTERS' INK to put forth an issue especially devoted to advertising in papers of a certain restricted class. The "Special Issues" which have been published at rare intervals in the past have had to do with the advertising of a certain restricted business, while the one now in hand does not confine itself to the treatment of the advertising problems of a particular calling, but does restrict itself to one class of mediums,—the Agricultural press.

It is no longer true that farm papers furnish an effective means of advertising only such articles of manufacture as enter into the various lines of endeavor in the farmer's daily toil. Farm implements, stock foods, dairy utensils, these still furnish the larger share of copy for the general farm paper and publications in allied fields, but they are not the only commodities that can be profitably advertised therein. The farmer has of recent years been brought nearer his local trading point by the Rural Mail Routes and inter-city trolley lines, and his agricultural paper may be profitably used by national advertisers in looking out for local dealers. A few of these general advertising accounts are now found in farm papers, and others will get there when it is more fully realized that such a course will pay.

The farmer is the big man in this country, as he has ever been. Upon the success or failure of his labor hinges the prosperity, or lack of it, of us all. Advertisers must give him his proper share of attention in order to create the largest possible market, and the farm paper cannot be neglected if he is to be made a purchaser of advertised goods.

HAMILTON M. WRIGHT was recently appointed editor-in-chief of *Overland Monthly*.

THE subscription rate of *Clinical Medicine* will be advanced to two dollars a year January first and the advertising rate to \$75 a page.

THE *Freie Presse*, Lincoln, Nebraska, is sending out, to advertisers and agencies, a useful clothes brush bearing the inscription: "The German Weekly of National Circulation. Circulation exceeds 140,000. Eastern representative, Louis Klebahn."

W. M. BUNTING, secretary of the Kansas City Ad Club, announces that the convention of the Associated Advertising Clubs of America will meet in that city next year on August 26, 27 and 28. At this meeting it is quite likely that more decided action for the passage of the Aubuchon Law will be taken.

E. B. LEE, of the Harry Bentz Agency, New York, dropped dead on the street, October 21st, from heart trouble. He was at one time advertising manager for the Ingersoll Watch Company and has been connected, from time to time, with the New York office of the J. Walter Thompson Agency and the old Hubbard Agency, of New Haven.

THE National Cash Register Company is using an attractive window display in their store at Broadway and Twenty-eighth street, New York. They have four exhibits numbered consecutively, the first representing a grocery store; the second a meat market; the third a café and the fourth a haberdashery. The cash register has a prominent place in each; and two men, one acting as the customer the other as the salesman, travel from one window to the other, in turn, illustrating the usefulness of the register in a retailer's business. Appropriate remarks are displayed on show cards in each window.

THE *Headlight*, of Pittsburg, Kansas, the latest addition to Louis Klebahn's list of papers, now prints more than 6,000 copies each issue.

THE *Dakota Farmer* issues a compendium of information relating to South Dakota, compiled by the secretary of the State Historical Society. For ten successive years South Dakota has produced more new wealth per capita than any other State.

Advertisers Guaranteed.

The idea of protecting subscribers from dishonest advertisers originated in the mind of the publisher of a farm paper. The story has been told before in these columns, and recently the *Farm Journal*, of Philadelphia, published the facts in attractive booklet form, but they will bear repeating. When Orange Judd first conceived the idea of exposing, through the *American Agriculturist*, schemes intended to defraud the rural classes, the "Money Back" proposition had not been evolved. That was in 1859, and it was not until 1880 that Wilmer Atkinson published, in the *Farm Journal*, the first offer to refund to subscribers any loss sustained "by trusting advertisers who prove to be deliberate swindlers."

The Orange Judd publications began to publish a formal guarantee in 1900, and since then the plan has been taken up by other leading farm papers, and by a few magazines of general circulation.

The guarantee contract carries the provision, in most instances, that the paper's liability ceases if the subscriber fails to mention where he saw the ad in answering advertisements. This provision undoubtedly aids advertisers in keying replies.

Moreover, subscribers assuredly place greater reliance in advertisements which appear in papers publishing a "Fair Play" clause similar to that contained in *Farm Journal* than they do if no such guarantee is set forth,

THE *Breeder's Gazette*, Chicago, has issued a folder containing a detailed report of copies printed for the ten months ending with October. The average is 74,210 copies weekly during this period.

THE *Staats-Zeitung* and the *Freie Presse*, Chicago, represented in the East by Louis Klebahn, are sending out a new advertising card, printed in white on a background half red and half black, showing that, according to the United States census, there are 694,483 Germans in Chicago who are influenced by German papers.

THE publishers of *Wallaces' Farmer* will issue on November 22d a special Thanksgiving Number and on December 21st a special Christmas Number, both of which will have specially designed covers in colors and contain reading matter of special interest. These are the only two special numbers issued by this paper during the year.

THE American National Bank of Indianapolis distributed unique souvenirs among the delegates who attended the convention of the Indiana Bankers' Association, held in Indianapolis last month. Several post cards, stamped, giving different views of the exterior and interior of the American National Bank, were enclosed in an attractive cover, and the whole was tied with ribbon and sealed with the bank's seal.

THE *Breeder's Gazette* ought to have no difficulty in securing new subscribers with the aid of a twelve-page pamphlet recently issued by the subscription department. The chief feature of the pamphlet is found in the virile testimonials from subscribers well-known among those interested in the breeding of livestock. The illustrations are reproductions of the striking cover pages of the *Breeder's Gazette* that have appeared during the year.

THE Orange Judd Weeklies have refused medical advertising during 1907 to the amount of \$70,000.

THE making of a modern newspaper was shown by the aid of moving pictures recently at Keith's Theater, Philadelphia. The pictures were taken in the various departments of the Philadelphia *Record*.

The Summer Exodus.

THE number of families that leave the City of New York for the summer may be measured by the shifting circulations of the daily newspapers. It is interesting to study the records of the drawings of the news companies of the City of New York and the shrinkage from the highest of August. The falling off in the New York City circulation of the morning newspapers last summer was 44,241, indicating a transfer of that number of families from city to country.

The records show:

Times	16,592
Herald	9,883
Sun	6,500
Tribune	4,669
World	4,237
American	2,360

Total44,241

In addition to this total of 44,241, it is possible that members of families went out of town without stopping the purchase of their favorite newspaper; and it is also possible that the total was affected by the increase of transient visitors to New York City. However, the total morning circulations of the six newspapers mentioned did not shrink to the extent herein indicated, because the greater part of that shrinkage was merely deducted from city sales and added to country shipment.

In comparison with the total number of families in New York City, this exodus was extremely small—far below any calculations of those advertisers who think that trade stops after the Fourth of July.

ON December first the St. Paul *Farmer* is to publish an edition entitled "Fifty Years of Progress in the Northwest" in celebration of the fiftieth anniversary of the State and the twenty-fifth of the paper.

THE Davenport, Iowa, *Democrat and Leader* has issued a booklet showing that the paper has increased its circulation by 105 per cent in three years' time. The number of copies printed during October averaged 12,030 daily.

FRANK B. GILBRETH, who has earned the title of Constructor Extraordinary, has a seventeen page advertisement in the current *System*, which is without doubt the largest paid advertisement that ever appeared in any magazine. Mr. Gilbreth gave *System* a try-out on a more modest scale before he decided to occupy such big space.

THE *Market Growers' Journal* of Louisville, Ky., is a weekly publication which was started the first of last August in the interests of market gardeners and truck growers. These men are engaged in a business which extends from one end of the country to the other and which is assuming large proportions. Their products are practically all sold and reach the amount of over \$4,000,000 per annum.

A NEW special agency in the New York field is E. H. Mayfield & Company, Tribune Building. The firm is composed of Edward H. Mayfield and Charles P. Everitt, and represents the following southern papers: *Merchants' Journal and Commerce*, Raleigh, N. C.; *Merchant and Manufacturer*, Nashville, Tenn.; *Southern Building Record*, Nashville, Tenn.; *Progressive Farmer*, Raleigh, N. C.; *Biblical Recorder*, Raleigh, N. C., and *Southern Farm Gazette*, Starksville, Miss. Mr. Mayfield is also advertising manager for the *Merchants' Journal and Commerce*, of Raleigh.

Other things being equal, the man sells the most goods who asks people to buy most frequently and most persuasively. It pays to ask, and it is a very profitable thing to be on the spot in some way or other as close as possible to the time when the order is to be placed.

The circular letter you sent out last Spring has been forgotten and the advertising you may do next Winter, if you don't change your mind, is of no avail to-day. Be on the spot every month or twice a month, or every week, according to the nature of your business, with an intelligent and convincing bid for the business that should be yours. By this we mean mailing folders of the right sort.

The most successful manufacturers set aside a certain sum for this purpose, and make the advertising so done bring business in a most profitable manner—both new orders and re-orders.

We have been preparing more of this particular kind of advertising than most concerns in the advertising business, and having had more experience, we naturally do it better than most who must guess because they do not know.

Tell us how many customers you have, how large a mailing list you have, and inform us as to the nature of your goods, and your business condition in general, and ask us to frame up a plan for you that would enable you to be on the spot and get the order at the time it is placed, instead of being a few months too early or too late.

GEORGE ETHRIDGE,

Care of

THE ETHRIDGE COMPANY,

41 Union Square,

New York,

BUSINESS GOING OUT.

The Root Newspaper Association, New York, is asking for rate cards from newspapers.

Renewals for Scott's Emulsion are being sent to Canadian papers by Scott & Bowne, New York.

J. W. Miller Company's Incubator Advertising and Orders are going out from Long-Critchfield Corporation.

The Volkmann Agency, New York, is making renewals with newspapers for B. L. Brown, of Philadelphia.

The German American Agency, Philadelphia, is asking rates from newspapers all over the country.

The Pennsylvania Mutual Life Insurance Company, Philadelphia, are asking rates from newspapers.

Gerald B. Wadsworth, New York, is placing readers for the Leonard ear drum with newspapers generally.

M. B. Wilson, New York, is making renewal contracts with newspapers for the Madame Yale advertising.

The Frontier Asthma Company, Buffalo, is using a list of mail-order papers, business being placed direct.

Calkins & Holden, New York, are requesting rates from newspapers in a number of cities on 8,000 lines.

Extra page copy for Castoria (The Centaur Company) is being placed direct with a list of metropolitan dailies.

Renewal copy for Marvel syringe will shortly go to newspapers from the J. Walter Thompson Agency, New York.

The Wetherald Agency, Boston, is sending out renewals to newspapers for Lydia Pinkham; copy to start in January.

The Presbrey Agency, New York, is placing copy for "Kilmarnock" Scotch Whisky in New York City evening papers.

The Massengale Agency, Atlanta, is using space in newspapers to advertise the Oglethorpe Hotel, Brunswick, Georgia.

N. W. Ayer & Son, Philadelphia, are using 5 inches, 78 times in newspapers for the Pennsylvania Chocolate Company.

Renewals for the E. Fougere advertising is going to newspapers from the agency of W. W. Sharpe & Company, New York.

The Victory Remedy Company, Dayton, is making 2,500 line contracts with newspapers through I. Robert Blackburn, of that city.

N. W. Ayer & Son, Philadelphia, are making contracts with a general list of newspapers to advertise Karo Corn Syrup, manufactured by the Corn Products Company, New York.

Gerald B. Wadsworth, New York, is asking rates from newspapers, for telegraphic readers on first page, for the Dr. Leonard Ear Drum.

Kastor & Sons, St. Louis, are making 10,000 line contracts with newspapers for the Kellarstrass Distilling Company, of the same place.

Doremus & Company, New York, is placing a line of copy for the Union Pacific Railway with newspapers, in large cities east of Pittsburgh.

The Horn-Baker Agency, St. Louis, is using space in Sunday papers, 42 lines till forbid, for the Hamrick Remedy Company, of that city.

The Robert M. McMullen Agency, New York, is making 10,000 line contracts with newspapers for the Butterick Publishing Company, of that city.

E. S. Wells, Jersey City, is sending new Rough on Rats copy to Pacific Coast newspapers direct. There is an "epidemic of rates" in San Francisco.

The German American Advertising Agency, Philadelphia, is using space in newspapers, 56 lines, for the Spring Garden Realty and Guaranty Company.

Louis Lewis, New York, is placing a series of advertisements for the Huyler products with newspapers; copy to run twice a month through the winter months.

The advertising of Cluett, Peabody & Company, makers of shirts, collars and cuffs, will soon be placed with newspapers by N. W. Ayer & Son, Philadelphia.

The Morse International Advertising Agency, New York, is using space in newspapers to advertise Brown's Troches for John I. Brown & Company, Boston.

The Lesan-Gould Agency, St. Louis, is making 1,350 line contracts with newspapers on the Pacific Coast, for the Westlake Construction Company, of that city.

The Homer W. Hedge Agency, New York, is sending some small copy to newspapers in suburban towns, near New York, for Acker, Merrill & Condit, New York.

John H. Wright, Mt. Vernon, New York, is sending out 1-time orders, 5 inches, to newspapers, offering a watch as a premium for new subscribers to *McCall's Magazine*.

N. W. Ayer & Son, Philadelphia, are placing 24-time orders, twice a week, 1,437 lines, with newspapers for the International Correspondence School, of Scranton.

The Paragon Washer Company, Chicago, will soon begin an advertising campaign in women's publications; the Frank Presbrey Agency, New York, to place the business.

Colt's firearms are being advertised in magazines (renewal copy) by the Homer W. Hedge Agency, New York.

The George Batten Agency, New York, is using space in daily papers for Thomas Y. Crowell & Company, publishers, of that city, to advertise their Christmas books.

C. I. Hood & Company, Lowell, are using large space in a list of their regular newspapers to advertise "Sars-tabs," a tablet form of sarsaparilla; business being placed direct.

Prof. Leo Amzi, Bridgeport, a fortune teller, is using 14 lines in weeklies and mail-order papers, for November and a part of December, through the Nelson Chesman Agency, New York.

In a recent issue of PRINTERS' INK an item appeared that advertising for Alcock's Plasters was being placed by N. W. Ayer & Son, Philadelphia. This business is still placed by the E. N. Erickson Agency.

W. F. Hamblin & Company, New York, are using space in daily papers in large cities for the Merchants' National Bank, New York, 120 lines, double column, and for the Bank of New York, 56 lines, single column.

The T. A. Slocum Company have canceled some orders and cut down others on Ozomulsion copy, which is now running in the newspapers, owing to the condition of the money market; they expect to run full copy shortly, however.

The German American Advertising Agency is placing for the National Trust, Real Estate and Construction Company, and the Standard Identification Company, in newspapers and magazines, and for the Spring Garden Realty & Guarantee Company, in western newspapers.

BOSTON NOTES.

The J. Walter Thompson Co. is making contracts with December magazines for the Martin Skate Co. Quarter page space is being used.

The Southgate Service, 87 Broad street, is placing the advertising of the Suffolk Silk Co. Most of the advertising is going into women's publications, large space being used.

The Shumway Agency is placing some additional advertising for Bell's Spice Seasoning in newspapers. It is also conducting an advertising campaign for D. & L. Slade Co., spices.

The Arnold Shoe Co., Abington, Mass., is planning an advertising campaign in towns and cities where it has local dealers. The business is to be placed by the Shumway Agency.

Mr. Perry, the N. E. Passenger Agent for the Canadian Pacific R. R., is making up a list of newspapers for their advertising this winter. The list will be submitted to the Montreal Office some time this month.

Cowen & Co., John Hancock Building, are placing some advertising for the Barwood Mfg. Co. It is reported that this agency has sent a representative abroad to work up foreign advertising for American publications.

The White Mountain Freezer Co., of Nashua, N. H., will make up a list of magazines for next spring some time this month. The account is handled by Mr. Conover, of N. W. Ayer & Son.

Baird, North & Co., Salem, Mass., are using over fifty publications for their mail-order Christmas advertising. This concern will move within a short time to Providence, R. I., where facilities for handling their business will be much better.

The J. C. Ayer Co., Lowell, Mass., is adding a few newspapers to their already large list. All their newspaper advertising is placed direct while the magazine campaign on Hall's Hair Renewer is placed by the J. Walter Thompson Co.

Wood, Putnam & Wood are sending out contracts to New England dailies for the advertising of Chas. Scribner's Sons. This agency is also placing the advertising of Dana, Estes & Co. and the Struber Candy Co. Mr. John Wood of this agency is sending out renewals for the Ben Levy advertising, La Blache Face Powder.

The benefits of political advertising were clearly demonstrated in the elections this Fall in Boston. Some of the candidates for the several offices used large space continuously up to election in all the newspapers. In almost every case the candidate who conducted advertising campaigns were elected. A great deal of this political advertising is handled by the P. F. O'Keefe Agency.

On October 31st the Ad Men's Club of Boston held their first dinner of the Fall at the Boston Yacht Club. Mr. George A. Hibbard, Postmaster of Boston, and candidate for mayor, was the speaker of the evening. Mr. Hibbard talked on the Postoffice Department and the methods of handling mails. His plea for a parcel post was especially interesting to all the publishers present.

H. W. Lovett, 6 Beacon street, is a new comer in the field of Boston agencies. Mr. Lovett has had considerable experience in the advertising business having been associated for many years with western agencies. He has several good accounts and is now sending out large copy for the advertising of Hood's Milk. A general campaign is planned for this concern for next year.

REMARKS ON FARM PAPERS.

"Everything used on the farm or in the home can be advertised to good advantage in the farm paper, which, as a rule, has considerable influence with its readers." This broad assertion was made by H. H. Charles, vice-president and eastern manager of White's Class Advertising, in conversation with a PRINTERS' INK man. "I should say that about sixty-eight per cent of the entire population of the United States live in rural districts," he continued, "and of this number about eighty per cent are readers of one or more farm journals. This of course gives the farm paper a large area to cover and gives the advertiser an immense number of people to convert into customers. There are about one hundred well-known publications in the field at the present time and a good many of them guarantee their advertisers.

"Speaking generally, the farmer will take from three to five different papers; the subscription price as a rule is small and during his slack season, in the late fall and winter and early spring, he spends a good portion of his time in reading.

"Illiteracy in the country districts is, I believe, smaller than in the cities.

"The farmer is more deliberate in his reading and is slower in forming an opinion than the city man.

"Farmers, as a rule, are prosperous; and while perhaps they do not waste their money, they cannot be classed as penurious. If an advertised article appeals to them they will buy it; they enjoy and purchase the luxuries of life as well as the city dweller. They undoubtedly comprise the largest portion of mail-order buyers because they haven't the facility of the city man for shopping, but there is no doubt that general advertising induces the farmer to buy advertised articles from his local dealer.

"The Rural Free Delivery,

which enables the farmer to get his newspaper quickly and regularly, has not hurt the farm paper. On the contrary it has helped it; the two do not conflict. He reads his daily for the general news, the condition of the stock market, foreign news and other matters of general interest. His farm paper is read for information and for the interesting data which deals with his particular business. The farm paper to-day is more distinctly given to agricultural matters than in former years, leaving fiction, fashions and like matters to the general magazine, to a large extent.

THE SOUTH'S FORMATIVE PERIOD.

This number of PRINTERS' INK would not be complete if reference were not made to the astonishingly prosperous condition of the southern farmer. The following extracts, from an address recently delivered in Norfolk, indicate in small degree the encouraging condition of this part of the country. The address was given by Clarence H. Poe, editor of the *Raleigh Progressive Farmer*, before the National Association of Agricultural Implement Manufacturers:

Right now, the manufacturer who would build trade in the South has a virgin, pioneer sort of opportunity such as a generation gone has not seen and a generation to come might not see again. It is an opportunity such as has never come before, because the South has never before been so prosperous. It is an opportunity such as may never come again because, although the South is bound to grow steadily in wealth and power for fifty years to come, right now is a plastic, formative, constructive period of the long era of substantial progress now begun, and the firms and individuals that build trade in the South to-day are getting a foothold that will bring results to them and their successors years after more tardy competitors realize too late the wonderful development of this now virgin region.

The South is the one section of which it is still true that there are more people engaged in agriculture than in all other occupations combined—and it is the section, too, in which assessed value, bank deposits, and farm profits, are increasing faster than anywhere else in America.

The official report of the Comptroller

It will probably surprise the average person, and yet it is a fact, that the ten foremost States in percentage of income from farm investments in 1900 were Southern States—the average for

24. With his unrivaled advantages for diversified agriculture, his long growing seasons, his monopoly of a great staple crop for which the whole world must pay him tribute, and with his new interest in scientific agriculture, and the final healing of the South's ancient troubles, the *World's Work* was undoubtedly right when it declared recently that "we are in sight of the time when the cotton growers in the old Slave States will become the most prosperous tillers of the earth."

"I have a complete edition of Byron, containing all his poems and letters, which I shall be glad to exchange for some watermelon seed."—*Eunice (La.) News.*

QUIT advertising until you have a well-laid plan.—*Franklyn Hobbs.*

SWIFT & COMPANY, of Chicago, are using cartoon advertisements in the Chicago dailies. The reproduction shown below appeared on the day of the Mystic Shriners' Convention.



Yesterday journeyed in procession to do honor to their Imperial Potentate. Every day Swift's products journey from the Shrine of Pure Food and Cleanliness into thousands of American homes. There is nothing mystic about the goodness of Swift's Premium Hams and Bacon and Silver Leaf Lard, or about Swift's Pride Laundry Soap and Washing Powder or Wool Soap. All have attained the highest degree of excellence.

CHARITY, CHARITY.

THE "LIST SCHEME," SO CALLED, INSTITUTED IN THE NAME OF CHARITY WITH AN AD THROWN IN.

Many and devious are the ways and legion the schemes of the men constantly engaged in grafting the business community in every city. The "list scheme," so called, usually worked under cloak of some charity, with ads for *lagniappe*, as they say in New Orleans, is one of these.

Only a few of these list schemes involve very big sums of money, but their aggregate is large. The harm they do is chiefly in that they belittle and discredit legitimate advertising and give it, in the minds of many, a doubtful utility and name.

Almost any peg will do to hang one of these list schemes on: a Rescue Mission, S. P. C. C., Old Vamps or Firemen's pensions, War Veteran Telegraphers, Volunteer Life Savers, the Cause of Labor, and so on; but a Charity, and a hard-up one, is preferred.

The presiding genius in one of these list schemes is the "promoter." He finds the indorsing charity, usually through the medium of some impecunious official therein, furnishes the capital, of which, collections being strictly in advance, precious little is needed, and provides the staff or corps of solicitors or "clinchers," usually of that industrious type, like the Blue Pencil Club men, the Press Artist fakers, etc., whose schemes to bilk the public have afforded the New York *Sun* a fertile field for years.

The promoter makes his contract with the society or whatever it is in whose name he works, catching the more important officials thereof, whose names really float the scheme, with the idea of liberal contributions to the funds. These contracts call for fifty to sixty-five per cent of the collections to the promoter, out of which he pays his canvassers twenty-five per cent (or as much as thirty-three if the work is hard or drags),

and the remainder goes to the society. All checks received are supposed to be made payable to the society, but as a considerable amount is contributed in cash, who gets this is an open question. The promoter, at all events, is careful to see that the "clinch-er" does not.

The contract with the society secured, few further preparations are necessary. The promoter's offices are usually in his hat.

Stationery and office fixtures, and all that he can easily carry in an inside pocket. The stationery consists simply of a quire or so of the letter-heads of the indorsing association. A number of these pasted together are used for the list. On these lists the subscribers are supposed to put their names and the amount of their subscriptions, and these lists are shown to induce others to subscribe, in other words to shame, bully or cajole them into doing likewise.

These canvassers usually hunt in couples. "Working double" they call it or "to the pole." In the big cities are whole tribes of them, who when not at outs with one another, as they frequently are, keep their confreres posted as to the "marks," just as crooks do. A business man who has contributed or given up to one of these schemes is surprised often when many such demands are made on him all at once. Certain saloons are haunts of these gentry, and regular clearing houses for this sort of information. Little does the poor merchant or banker know how the snare is laid.

Starting the list is the important feature in one of these campaigns. It must be headed with substantial names and liberal amounts of subscription. No attempt is made to get there at first; that would take too long; be a sheer waste of time and energy; might fail altogether for that matter. So a list is just made up, the "staff" taking turns in signing the names of prominent men. This can be easily destroyed after a real starter is

made; anyway, the principle in such a business, if principle there is, is "taking a chance."

Old lists are also saved from other schemes, and newly headed up. Part of the outfit essential is a set of rubber type and hand stamp and a bottle of erasing fluid. With these wonders can be worked in changing small contributions to large, and many of the solicitors are adepts at counterfeiting signatures. Checks, however, are seldom tampered with. That would be too great a risk.

The men engaged in this line of canvassing are fellows of elastic conscience. Often the subscriber, finding himself a victim of false pretense, appeals to the police. Then the promoter bails his canvasser or squares the case, and the man works carefully under cover for the rest of the campaign. In a big city this is easy to do.

One of the first requisites of such soliciting is to give, or to appear to give, the subscriber something for his money. Some men are generous and ask nothing in the way of return, deeming all such demands made on them the tribute they pay for their success and standing. But the "souvenir" and the ad in it is the bait that catches the many.

The printed matter furnished under these contracts is the flimsiest and cheapest excuse for real advertising and publicity possible. Sometimes a flashy sort of prospectus is shown but never lived up to. A few badly printed pamphlets—enough to satisfy the society—are delivered. What matter they contain is done with the shears. What the subscriber gets for his contribution is an insignificant "card" among a miscellaneous lot in the back of the pamphlet, and sometimes only his name in a long list of contributors. Very likely they wouldn't even get that if it wasn't for the good name of the indorsers. In a few cases some crude portraits with write-ups, in the old-fashioned way, constitute the sop.

A generous public responds liberally under the blandishments of the gentlemanly list scheme solicitor. The total subscriptions to a scheme of this kind in one of the larger cities,—the second raters, where the charities are not so solidly established, are best,—the total will run as high as \$15,000 or more. Say it is half that, then the division would be something as follows:

Total subscriptions.....	\$7,500.00
(All C. O. D.)	
Indorsing Society's share,	
one-third.....	\$2,500.00
Canvasser's share, 25 per cent.	1,875.00
Printer, say.....	100.00
	<u>4,475.00</u>

Promoter 3,025.00

In other words it has cost \$4.475 to collect \$2,500 for this charity, and the subscribers got for their \$7,500 advertising to the extent of \$100 perhaps.

FOLLOWING UP THE PRICE LIST.

Much of the natural and logical benefit to be derived from price-list and catalogue publicity is lost for lack of systematic follow-up matter. The recipients of such publications should be reminded of their value at frequent intervals. It would be quite the neighborly thing, if nothing else, for any printer to inform his catalogue customers as to the worth of auxiliary printing in the shape of appropriate circulars or booklets.—*Inland Printer.*

NEWSPAPER EXPRESSION ILLUSTRATED.



HAS A PATENT INSIDE.

ADVERTISING REMEDIES FOR ANIMAL AIL- MENTS.

A large proportion of advertisements regularly appearing in agricultural journals exploit various "stock foods," egg-producers and remedies for the ailments which affect horses, cattle, hogs and other stock and poultry.

Every cross-roads store carries one or more "lines" of these preparations. That the business is an extensive one is evident from the fact that several concerns manufacturing these "foods" and remedies spend anywhere from \$50,000 to \$100,000 or more annually in their agricultural journal advertising alone.

Perhaps no better recommendation could be given the agricultural mediums and the preparations so advertised than to say that results warrant the continuance of such expenditures year after year.

One of the oldest concerns manufacturing such preparations or remedies is the Pratt Food Company of Philadelphia, known in the farming communities from one end of the country to the other for more than thirty-six years. The best-known and most widely-used of their products are Pratt's Poultry Regulator and Pratt's Animal Regulator. These are what their names indicate, regulators for poultry and stock, and the names were recently changed from "Food" to "Regulator," it is explained, because they are not "foods" in the generally understood sense of the word, but merely digestive tonics and bowel and liver regulators.

The firm also produces a long list of special remedies for various ailments of stock and poultry, chief among them being a Roop Cure, Lice Killer and Head Lice Ointment for poultry, Hog Cholera Specific, Veterinary Liniment, Healing Ointment, Heave Cure, Hoof Ointment and other veterinary preparations for horses, and also special remedies and tonics for cows, calves and sheep.

Advertising is chiefly devoted

to the animal and poultry regulators because they are more regularly used in farming and stock-raising districts. They are, therefore, the best leaders, as it is safe to presume that the man who gives Pratt's Regulators the preference for regular use will call for one or other of the special remedies when occasion requires.

There's hardly a form of advertising that could be mentioned that the Pratt Company has not employed at one time or another, excepting general magazine advertising. Liberal space in the agricultural papers has been supplemented by special local newspaper advertising over the dealer's name, using local testimonials, and also by special circularizing to lists of names furnished by local dealers, mailed by the Pratt Company, but which to all appearances came from the dealer himself.

Quite a feature has always been made of attractive lithographs or charts, grouping the different classes or breeds of poultry, showing in colors true to life the characteristics of each. These charts are everywhere recognized as authoritative. They are distributed through coupons enclosed in every package of the various preparations. Similar charts have also been prepared showing the different breeds of horses, and another showing cattle, sheep and hogs. Anyone who has been in the smaller country towns and villages will recall having seen these interesting and beautifully colored charts prominently displayed in local stores.

Large illustrated books of information on the raising, and care of horses, cattle, hogs, sheep and poultry, with unusually complete descriptions of their various diseases, including reliable veterinary advice on the treatment of each ailment, are also distributed by the coupon plan, a copy being sent to anyone on receipt of ten cents and one of the coupons from a package of one of the Pratt preparations.

The goods are sold altogether

through the feed dealers, and general stores in small towns and rural districts. Each month, or oftener when occasion demands, these salesmen receive a Bulletin from



The Hens That Lay Are the Hens That Pay!

And hens that lay steadily when eggs bring highest prices are the real money makers. That's what you accomplish by giving your poultry

Pratts Poultry Regulator

(For 36 years called Pratt's Poultry Food)

Will you believe the unprejudiced evidence of thousands of the most successful poultry-raisers? Read what Mr. Jas. Carr of Chicago says, for example: "Pratts Poultry Regulator is the best on the market. I have 105 chickens, and get from 100 to 105 eggs *every day*, and I haven't had a sick chicken, duck or turkey since I have used Pratts Poultry Regulator. I have been getting lots of eggs all Winter, and everybody wondered how I was so successful. Your Poultry Regulator can't be beat."

Why don't you try a package—then watch results? That'll convince you beyond a doubt. Costs less than 1 cent a month per hen. Ask your dealer for it.

Pratts Roup Cure cures and prevents roup, colds, canker, catarrh and diphtheria when others fail. It'll save your chickens. Sold in 25c and 50c packages—and be sure you get "Pratts." We guarantee it.

Big Valuable Book About Poultry—FREE

Be sure and send for Pratt's New Poultry Book, big and full of the most important information. Regular price 25c, but sent free if you send your name and address at once.

You can get expert advice about treatment of all poultry and livestock diseases entirely free by writing us. Remember every Pratt preparation is fully guaranteed.

Pratt Food Co.

Department 000

PHILADELPHIA, PA.

keeps constantly in touch with these dealers through sixty to seventy-five salesmen, who thoroughly cover their allotted territories. Each month, or oftener when occasion demands, these salesmen receive a Bulletin from headquarters giving special selling instructions and also considerable business-boosting ginger-talk.

A Bulletin which was sent out during the summer months, just previous to the starting-out time for the new season, gave an interesting review of the advertising planned for this fall and winter. Respecting the advertising plans now being followed it says:

"In some respects our plans for the coming season are new—while in other particulars they are merely a development or enlargement of methods we have followed in the past. The most prominent place in our campaign is occupied by the periodicals which reach the farming and stock raising communities. We have done some advertising in these papers heretofore, but never to the same extent as this year.

"We will be represented by a good-sized ad in every publication of any standing which is known to reach any considerable number of farmers, and stock and poultry raisers. Altogether we estimate that our ads will reach each month more than 10,000,000 readers.

"The main feature of most of our advertisements is either our Animal Regulator or Poultry Regulator, each advertisement arguing its value for some specific purpose. For example, one advertisement argues the need of Animal Regulator in keeping horses in good condition, another tells of how cows benefit from its use—using a good strong illustration to catch the reader's attention and turn his mind to the subject of the ad.

"Incidentally we mention one or more of our other preparations—but secondary importance is given to our offer to send our big new books free to any inquirer. A few ads make these books the main feature. While similar offers are common to a great majority of advertisements appearing in such publications, we think the standing of the Pratt Company and the manner in which the offer is presented will bring inquiries from many people who are not attracted by ordinary offers of free booklets.

"These free books are really valuable manuals of unbiased information, most of the advice they contain having no direct relation whatever to the business or preparations of the Pratt Company. Their publication entails a considerable expense. If we sold them at twenty-five cents a copy, in fact, it would hardly more than cover their entire cost.

"When we get inquiries for one of these booklets we immediately send the booklet asked for, accompanied by a letter which directs the inquirer to the nearest store selling Pratt goods. At the same time we send a postal card to this dealer notifying him that an inquiry has been received from such and such a person, requesting that he (the dealer) interest himself in securing the order. This card to the dealer is a double postal affair, the extra postal being addressed to the inquirer and intended to be sent by the dealer to him—the idea being to get the dealers promptly in touch with all inquirers.

"In this manner we practically skim the country every couple of weeks to secure the name of every man who might be made a purchaser of some of Pratt's goods, and send these names to our dealers. Those who are not interested one week may be interested a few weeks later—so that through the year we hope to get in touch with nearly everybody in every locality who should be interested in some one or other of our preparations."

Special letters and literature go out at frequent intervals to all dealers, so that none of them will be able to forget the Pratt Company between the salesmen's calls.

Local advertising is done for the dealer by means of posters and special literature, while electrotypes of illustrated retail ads are furnished free for the dealer's use in his own advertising space. Numerous attractive store posters and various booklets are also liberally supplied, these being sent along with shipments of the goods.

Notice to Manufacturers

(Advertisers and Non-Advertisers)

COULD YOU *rapidly* increase your output to a point far in excess of that demanded by your *present* sales—in other words, could you make your supply keep pace with a greatly increased demand which would begin to develop almost immediately?

Here is the trouble:

When a certain method of advertising continues to bring advertisers *all* the orders they can possibly fill, their advertising appropriations do not *grow*.

When this method of advertising continues to bring advertisers *more* orders than they can fill, their advertising appropriations must be *cut down* or the campaigns temporarily *suspended*.

When such cases come up, day after day, it is *unfortunate* for the advertising agents who produce this advertising.

And it is *unfortunate* for the advertisers who cannot increase their facilities *rapidly* enough to take the profits of *all* the business which **FACTS AND FIGURES** *prove* they can secure by increasing their volume of such advertising.

Now—*can* you *rapidly* increase your output and have you at your command sufficient capital to do this and carry on an advertising campaign which would *not* have to be limited *solely* through lack of sufficient capital and lack of increased manufacturing facilities?

If you can answer this question in the affirmative, and if we find your proposition is suited to this method of advertising—

*We have the **FACTS AND FIGURES** to lay before you.*

These **FACTS AND FIGURES**—these *demonstrations*—these *proofs*—will do all the talking from our end.

If they won't convince you at once—it will be useless for us to try to convince you.

Upon request we will be glad to have one of the members of our corporation call on you.

Long-Critchfield Corporation

Most Complete Advertising Service in America

*Newspaper, Magazine, Mail Order, Agricultural, Bill Board and
Street Car Advertising*

156 Wabash Ave., Chicago

150 Nassau St., New York

WHAT MAGAZINE ADVERTISERS HAVE BEEN LOOKING FOR.

The opinions and wishes of the wife and children greatly influence the farmer in deciding what agricultural paper he will subscribe for. Appreciating this fact The Lawrence Publishing Company have decided to add a special magazine section to their two publications, *The Ohio Farmer*, of Cleveland, Ohio, and *The Michigan Farmer*, of Detroit, Mich. This section will be in addition to the regular space, of four or more pages weekly, that has been devoted exclusively to the wives and children in the past, so that, starting with November second issue, of both papers, the departments especially for the ladies and children will occupy twelve or more pages. This special magazine section will contain illustrations and reading matter similar to that now found in our best magazines, including stories, long and short, for old and young. Sketches of travel and adventure.

Many well known magazine writers will be among the contributors. This special magazine section will necessarily cost The Lawrence Publishing Company about \$25,000 per year for reading matter, illustrations, increased consumption of paper, ink, etc., and extra postage.

This is an innovation in agricultural journalism that will be appreciated and taken advantage of by a great many manufacturers of goods that appeal to women and children. Many of these advertisers have long sought a medium that would reach the farmer's wife or children direct. They have maintained, rightfully to some extent, that the ordinary farm paper does not appeal to, or have much prestige with the wives or children in most of the homes to which it goes. They know, moreover, that only a very, very few publications devoted exclusively to women or children, are taken by farmers, and this small number of subscribers is divided up

among perhaps a hundred or more publications, making the proportionate rural circulation of any one of them almost infinitesimal.

We believe that The Lawrence Publishing Company have solved the problem, for this class of advertisers, by establishing this magazine section. This section is not bound in with the regular paper, but is separate, and will be read by the mother and children while the father is reading the regular agricultural section. The enviable reputation of *The Ohio Farmer* and *The Michigan Farmer*, as to the reliability and purity of their advertising columns, will extend to the magazine section, giving the ladies and children implicit confidence in every advertisement appearing there. There is hardly a single article advertised in the woman's publications that could not be profitably advertised in this magazine publication, and we confidently anticipate that The Lawrence Publishing Company will have to enlarge the size of that magazine section many times before they will be able to accommodate all of the desirable advertising that will be offered to them.

We understand that only a limited amount of advertising will be accepted for that section at present, so that prospective users of space in it should reserve same at once. As *The Ohio Farmer*, of Cleveland, Ohio, has over 100,000 subscribers, and *The Michigan Farmer*, of Detroit, Michigan, has over 75,000, it is a conservative estimate that an advertisement in their magazine sections will be read by over 200,000 women.

Manufacturers of goods that appeal to women and children should investigate this proposition, and write for advertising rates. The Lawrence Publishing Company make a special combination rate for their two papers.

The "Quality" Farm Paper of Iowa Is "Wallaces' Farmer."

It's the best printed, the most ably edited, the cleanest in advertising carried, and the only Iowa farm paper which requires payment in advance for all subscriptions, and stops when the time is out. There's a quality in the circulation of WALLACES' FARMER such as few papers published have, and the best class of advertisers concede that

"Wallaces' Farmer" Is the Best Advertising Medium in the West.

Reaching as it does the richest agricultural territory in the world, the purchasing power of the farmer in the territory cannot be profitably overlooked, and his business is worth making a special effort to secure. With WALLACES' FARMER inquiries, as one advertiser puts it, "you have"

"80 to 100 Chances of Making a Sale."

The advertiser in question was the Louden Manufacturing Co., of Fairfield, Iowa, who in a letter to the publishers of *Newspaperdom*, who were making an investigation of farm papers, say:

To the Editor of Newspaperdom:

It is a pleasure to us to be able to say a word in regard to WALLACES' FARMER of Des Moines, Iowa, as an advertising medium. We have been using this paper for a number of years and the results have been very satisfactory indeed. In point of number of inquiries received, WALLACES' may not be the first on our list, but in point of sales it is well up to the front. The paper circulates among progressive, conservative, God-fearing, home-loving farmers. They are not easy to "gold brick" and are up-to-date in their purchases. When we get an inquiry from an ad with the WALLACES' FARMER key, we figure that if we do our part, we have about eighty to one hundred chances of making a sale.

LOUDEN MACHINERY COMPANY, by H. M. MILLER.

This advertiser but voices the general sentiment with reference to WALLACES' FARMER.

If you want to reach the best farmers in the great State of Iowa, and the adjoining Mississippi and Missouri River Valley States, by all means send for a copy of WALLACES' FARMER and look it over. If you'll compare it with other farm papers published in the territory, there will be no doubt about which paper you will use. We respectfully ask that you investigate WALLACES' FARMER. For copy of the paper address, mentioning this advertisement in *Printers' Ink*,

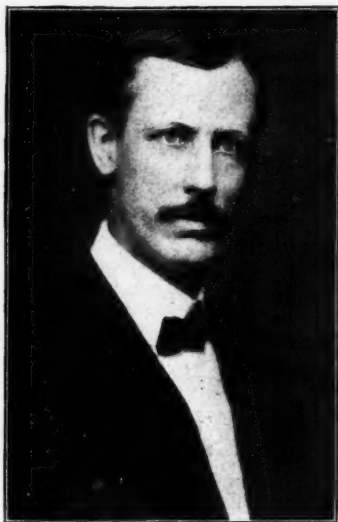
WALLACES' FARMER, Des Moines, Iowa.

GEO. W. HERBERT,
Western Representative,
1736 First Nat'l Bank Bldg., Chicago, Ill.

WALLACE C. RICHARDSON,
Eastern Representative,
725 Temple Court, New York City.

INVESTIGATED

***Weighed in the Balance
and Not Found Wanting***



P. V. COLLINS, PRESIDENT AND GENERAL MANAGER.

It is the easiest stunt in publishing to secure for any sort of publication, platitudinous letters of "endorsement" from advertisers—not from **all** advertisers, of course, but from some, and that makes a showing—to **fool gudgeons**. But to **"show"** A. A. Seaver, the circulation actuary and confidential adviser of 34 of the greatest advertisers in America, the proof of circulation, means business. He goes to the bottom of things. He demands the original paper bills, the original P. O. receipts, all the books of record, all the mailing lists and private memoranda, for a full period of nine months or a year. He knows what to call for, because he has done nothing else for years but investigate proofs of newspaper circulation.

When he began this work, about 1899, as actuary and expert for the Association of American Advertisers, letters were sent to all publishers by the Association asking whether the publisher would permit its representative to investigate the circulation proofs.

The Northwestern Agriculturist, eager for such an advertisement, replied, freely offering access to its records, but offering to "bet dollars to

doughnuts that the investigator would never arrive." Every few days there after the Association of American Advertisers was twitted with the non-arrival of its investigator and the offer of the doughnut bet renewed, until, to put a quietus on the nagging, it sent A. A. Seaver to Minneapolis to make the investigation, and the result was that the Association's "**Certificate No. 1**" was the certification of the circulation integrity of

The Northwestern Agriculturist

This was the first paper investigated. That was years ago, but the new investigation was made in October, 1907, and shows that every circulation claim we have made is verified, that no issue has been less than 80,000 and none greater than 100,600 (the first issue of each month) during all of 1907.

When You Advertise

in THE NORTHWESTERN AGRICULTURIST you get what you pay for—full count circulation—or you need not pay for it. Mr. Seaver's certification is an absolute insurance policy, guaranteeing to refund to any advertiser 95 per cent of the cost of his advertising if the certification be found inaccurate. We ourselves will cancel the 100 per cent. Send to us for a fac-simile of Mr. Seaver's full report.

Get the Full Circulation whenever and wherever you advertise. Short measure frauds are not confined to publishing, neither are publishers always immune. It is simply business to **know** that you get full measure—all you pay for.

QUALITY? Oh, yes, we have heard that cant phrase as a defense against testing quantity shortage. But quality is no excuse for short weights.

Besides, when it comes to judging quality of circulation the evidence is before the advertiser in the character of the reading and typography and price of the publication. A clean, high-grade paper is supported by clean, high-grade readers, and vice versa. The advertiser knows as much about the "quality" as does the publisher, and often a heap more.

But in "quality"—that is just where THE NORTHWESTERN AGRICULTURIST shines. Its quality outranks that of all competitors as velvet outranks calico.

There is no farm paper in America of such high standard of typography and printing as the monthly magazine issues of THE NORTHWESTERN AGRICULTURIST.

There is none of stronger editorial staff.

There is none that has so increased in its volume of business as has THE NORTHWESTERN AGRICULTURIST, which has practically doubled in the last two years. **There is a reason for it.**

RATES: 35 cents per agate line; less on 500 or more lines. N. B.—All cover pages for the Winter 1907-08 and part for the following season are already sold.

For further details, or for advertising in THE NORTHWESTERN AGRICULTURIST, address

P. V. COLLINS PUBLISHING CO.
MINNEAPOLIS, MINN.

The Advertisement.

Porto Rico's

Importations from the United States have increased in value \$24,000,000.00 in the last ten years. Which proves—

That the greater portion of the Island's one million population is in a position to buy standard manufactured articles.

Many manufacturers in the United States have realized this fact and have advertised their products in Porto Rico with the best of results.

Long years of experience, coupled with an unexcelled advertising equipment, have placed us in a position to guarantee these results.

We will be pleased to furnish any information regarding Porto Rico on application.

**THE ADVERTISING COMPANY
OF PORTO RICO,**

San Juan,

Porto Rico.

(This quarter-page advertisement had one insertion in PRINTERS' INK, and cost \$10.)

The Return.

H. A. D. LIMA, Manager

Cable Address: HADEL

P. O. Box 242

**THE ADVERTISING COMPANY
OF PORTO RICO,**

21 ALLEN STREET.

Bill Posting, Sign Painting, Distribution of Circulars and Samples,
Press Work, Street Car Ads.

Reference: Union Bank of Halifax.

SAN JUAN, P. R., October 29, 1907.

Editor of PRINTERS' INK:

It may interest the readers of PRINTERS' INK to know that we are placing advertising on our boards and in the newspapers for the National Biscuit Company. Many other large manufacturing firms have answered our ad in your paper, and we have secured some very good prospects.

Yours very truly,

**THE ADVERTISING CO. OF PORTO RICO,
H. A. DE LIMA.**

THE
NEW YORK HERALD
CHRISTMAS
NUMBER

WILL BE ISSUED ON

Sunday, December 15

IT will contain all the special features that have made the Christmas Number of the Herald such a welcome visitor to the homes of refinement in the past.

Copy for the Magazine Section of Christmas Number must be in hand not later than the morning of November 30th.

For the regular News Sections, advertisements should be handed in not later than the morning of December 14th.

THE Herald is the foremost advertising medium among the newspapers of America. Take Automobiles, for instance. Of this advertising the Herald carries much more than any other newspaper printed in New York. This is the strongest possible evidence of its rank as a selling medium for articles of high cost.

What Southern Farm Papers Pay Best.

Lindsey & Sons, Crystal Springs, Ga., large manufacturers of farm implements, tested the eight leading Southern farm papers in the spring of 1907, and have just published the results. The Atlanta Southern Ruralist and Southern Cultivator naturally had such an advantage in nearness to advertiser, lower freight rates, etc., that they would not expect to be compared strictly with papers in distant States, but to make the table complete, the results from these Atlanta papers are averaged together and given herewith; what the eight papers did may then be seen as follows:

	Cost per inquiry.	Rank.	Cost per order.	Rank.
SOUTHERN FARM GAZETTE, Starkville, Miss. ...	\$.60	6	1.05	1
So. Ruralist and So. Cultivator, Atlanta (average for the two)...	.22	2	1.13	2
THE PROGRESSIVE FARMER, Raleigh, N. C.16	1	1.39	3
Southern Planter, Richmond, Va.....	.23	3	1.50	4
Southern Agriculturist, Nashville, Tenn.....	.55	4	3.29	5
Southern Fruit Grower, Knoxville, Tenn.....	1.53	7	16.80	6
Cotton Journal, Atlanta, Ga.....	.50	5	No sales	7

In other words, making no allowances for the Atlanta combination's being at the advertiser's door, with all the advantages of freight rates, etc., etc., still—

- (1) *Of all the eight farm papers, the Raleigh Progressive Farmer brought inquiries at the lowest cost;*
- (2) *Of all the eight papers, the Starkville Southern Farm Gazette brought the largest proportion of orders to inquiries, and*
- (3) *The Atlanta combination—good as it is and advantageously located—brought orders at greater cost than the Southern Farm Gazette, and at only a fraction better than the Progressive Farmer, 500 miles away and with freight rates against it; and—*
- (4) *The general record of the Raleigh Progressive Farmer and the Starkville Southern Farm Gazette, as compared with these six other good mediums, is as follows:*

Cost Per Inquiry.

Average cost to get one inquiry each from the Raleigh, N.C., Progressive Farmer and Starkville, Miss., Southern Farm Gazette.....	38 cents
Average cost to get one inquiry each from the other six leading Southern farm papers	50 cents
Increased cost in other six farm papers.....	31 %

Cost Per Order.

Average cost to get one order each from the Raleigh Progressive Farmer and the Starkville, Miss., Southern Farm Gazette.....	\$1.22
Average cost to get one order each from the other six leading farm papers.....	\$5.55
Increased cost in other six farm papers.....	354 %

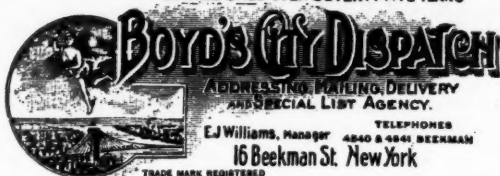
THE PROGRESSIVE FARMER,
Raleigh, N. C.,
Guarantees 24,000 minimum weekly average,
and covers the Carolinas, Virginia and Georgia.
Rate, 12c. per agate line.

THE SOUTHERN FARM GAZETTE,
Starkville, Miss.,
Guarantees 15,000 minimum weekly average,
and covers Mississippi, Alabama, Louisiana
and Arkansas. Rate, 12c. per agate line.

Combination Rate for Both Papers, 18c. Per Agate Line.

*Write To-day for Sample Copies and See for Yourself Why
These Two Are the LIVEST FARM PAPERS
IN THE SOUTHERN STATES.*

ESTABLISHED OVER SEVENTY-FIVE YEARS



A selection of Special Lists, valuable to Mail Order and General Advertisers issuing Catalogs, Circulars, etc., furnished in typewritten form, and forwarded upon receipt of amount specified. Orders filled for single States.

SELECTED FARMERS OF THE UNITED STATES

None so successful and none that respond more liberally to Direct Advertising than the Farmer.

629 Alabama	\$2.50	910 Maine	\$3.00	529 Oklahoma	\$2.50
2,100 Arizona	6.00	4,001 Maryland	10.00	2,040 Oregon	6.00
162 Arkansas	1.00	802 Massachusetts	3.00	5,510 Pennsylvania	10.00
3,773 California	10.00	3,770 Michigan	10.00	174 Rhode Island	1.00
406 Colorado	2.00	4,400 Minnesota	10.00	2,001 So. Carolina	6.00
673 Connecticut	2.50	380 Mississippi	2.00	425 So. Dakota	2.50
1,525 Delaware	5.00	2,500 Missouri	7.50	760 Tennessee	3.00
967 Florida	3.00	506 Montana	2.50	2,524 Texas	7.50
1,005 Georgia	3.00	1,050 Nebraska	3.00	2,500 Utah	7.50
3,012 Idaho	8.00	751 Nevada	3.00	315 Vermont	2.00
4,120 Illinois	10.00	375 New Hampshire	2.00	4,468 Virginia	10.00
4,000 Indiana	10.00	2,615 New Jersey	6.00	1,013 Washington	3.00
400 Indian Ter.	2.00	4,900 New Mexico	10.00	4,030 W. Virginia	10.00
4,620 Iowa	10.00	2,070 New York	6.00	4,525 Wisconsin	10.00
4,335 Kansas	10.00	711 No. Carolina	3.00	4,490 Wyoming	10.00
4,800 Kentucky	10.00	2,960 No. Dakota	8.00		
1,045 Louisiana	3.00	4,010 Ohio	10.00		

WEALTHY AMERICANS WORTH \$50,000 AND OVER

The best list for the advertising of First-Class Goods, Publications or Investments, either for direct sale or to stimulate trade through Dealers. Covers every place, large or small, where people of wealth are located. Furnished for States or cities.

1,191 Alabama	389 Indian Ter.	1,748 Nebraska	1,100 So. Carolina
218 Arizona	6,442 Iowa	147 Nevada	1,661 So. Dakota
962 Arkansas	1,683 Kansas	973 New Hampshire	2,618 Tennessee
3,775 California	3,278 Kentucky	5,290 New Jersey	3,287 Texas
1,697 Colorado	1,363 Louisiana	119 New Mexico	502 Utah
2,515 Connecticut	1,330 Maine	27,663 New York	841 Vermont
530 Delaware	4,081 Maryland	1,206 No. Carolina	2,715 Virginia
1,108 Dist. of Col.	9,776 Massachusetts	1,109 No. Dakota	876 Washington
682 Florida	5,126 Michigan	9,393 Ohio	1,286 W. Virginia
3,204 Georgia	4,583 Minnesota	396 Oklahoma	5,620 Wisconsin
279 Idaho	820 Mississippi	841 Oregon	285 Wyoming
10,818 Illinois	4,979 Missouri	14,620 Pennsylvania	
4,493 Indiana	901 Montana	1,364 Rhode Island	

AMERICANS WORTH \$5,000 AND OVER

Suitable for Mail Order, Investment or General Circularizing. Figures on a few States and cities given below:

	COMPLETE.	IN TOWNS OVER 25,000 POP.	IN TOWNS UNDER 25,000 POP.
Michigan	21,000	5,848	15,152
New Jersey	12,076	5,324	6,752
New York State (except Greater N. Y.)	24,834	12,561	12,283
Ohio	30,110	21,516	8,594
Pennsylvania	41,350	31,353	9,997

IN TOWNS OF 25,000 POPULATION AND OVER

25,514 Chicago	7,600 Baltimore	1,725 Rochester	5,967 Cleveland
19,844 Boston	870 Philadelphia	1,398 Syracuse	2,286 Columbus
12,000 St. Louis	5,397 Pittsburgh	5,300 Cincinnati	3,667 Detroit

Talk About Returns!!

In the October Issue of White Class Advertising, the German Nurseries of Beatrice, Nebraska, relate their experience with Advertising mediums during the season of 1906-07. They used in all something like **one hundred** papers with the following results:

Average Cost Per Inquiry

from the 80 English mediums	33 cents
from the 20 German mediums	22 cents

Of all the German Papers used the

Deutsch-	Leads With
Amerikan.	Only
Farmer	4c
	Per Inquiry

Let any advertiser who doubts the advisability of seeking the German trade look over these quotations. It is **not a single experience**—many other advertisers say, in effect, the same thing. The Beatrice Nurseries have used our paper for a number of years and have frequently used as much as \$200.00 worth of space in one issue, proving conclusively that it



Pays to Use Big Space

in the **Deutsch-Amerikan. Farmer**. Reaches over 140,000 prosperous German farm families every week and carries your ad on the basis of 3 1-2 cents per inch per thousand papers. Our circulation is of special value to the advertiser because it is all wheat—all subscriptions paid yearly in advance. There is no collection department connected with our publication, in any way. It is, "**Here is the money, where are the goods?**" with our people.

Head your paper for next season with the result-bringing

DEUTSCH-AMERIKAN. FARMER,

LINCOLN, NEBRASKA

COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of Printers' Ink will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

The accompanying advertisement of Frank E. Davis Fish Co. is certainly sufficiently marine and salty, but there seems to be too much of it in some respects.

Some of the fishing craft are down at the bottom of the ocean, which is confusing, and the amount of water which is shown is altogether unnecessary—this being an advertisement for fish and not for an ocean voyage.

More simplicity, less detail, and

enough as a contest, but it seems strange that people will buy expensive magazine space for the sole purpose of showing that they can produce an advertisement

No. 1.

a sharper contrast in treatment would tend to improve this advertisement considerably.

Speaking of razors, here is a half-page magazine ad of the Star Safety Razor, which is indeed a "star."

The scramble for indistinctness and illegibility still continues, and every month somebody jumps into the ring with a new and striking way of preparing an advertisement that few can read and nobody will.

This might be interesting

No. 2.

that any sensible person would walk three miles in the rain rather than attempt to read.

Of course this advertisement

suffers greatly in the reproduction, but it was surely bad enough in the original.

The dissipated Roman senator

with the razor in his hand and the profane sentiments which narrowly escape expression, does not make a very attractive or useful illustration for this 3-IN-ONE advertisement.

The picture on the wall evidently has nothing to do with the case—at the first glance you might think it was a mirror; but the Roman senator is smiling, whereas the picture on the wall is not.

The copy in this advertisement is excellent—it makes a good suggestion in a convincing way;



do this. Do this—draw razor blade between thumb and fore-finger moistened with "3 in One." Rub a few drops into strop. Then strop.

The microscopic saw teeth of a razor's cutting edge rust. This dulls the blade. "3 in One" prevents surface rusting. Stropping wipes the edge clean, breaking off all dull rusted steel particles. You get a brand new set of sharp teeth for every shave.

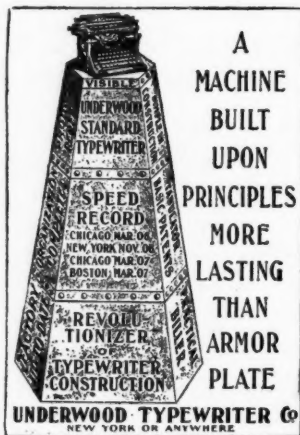
Just try this honestly one week. Write today to G. W. COLE COMPANY, 87 NEW STREET, NEW YORK CITY, for sample bottle and special circular. Both free.

but in this case the advertisement, as a whole, would have been improved if the illustration were left out.

* * *

The accompanying advertisement is neither a patent tombstone nor a new fangled muck-rag bottle—so don't pass it by with that hasty and mistaken impression. On the contrary, it is an advertisement for the Underwood Typewriter, and the gray granite pedestal upon which the typewriter stands is not intended to mark the last resting place of that excellent machine. There was a time when the Underwood seemed proud of itself, and

loomed up big in its advertising space, but of late the machine has been visibly shrinking until the vanishing point seems not very far off. Before it goes away entirely, it may be a good idea to pull the machine back



into the lime-light so that we may all get a good look at it and refresh our memories as to its characteristics.

NO GIBSON WHISKEY BUSINESS GOING OUT AT PRESENT.

PHILADELPHIA, Nov. 12, 1907.

Editor of PRINTERS' INK:

Your favor of the 9th inst. at hand and in reply would state that we are at the present time placing no advertising whatever. When we do contemplate advertising, however, we will very gladly announce to you and others, who will represent us in the placing of our advertising.

Yours very truly,
ESTATE OF JOSEPH F. SINNOTT, Dec'd.
Per John Sinnott, Gen. Mgr.

CALHOUN, DENNY & EWING, real estate dealers in Seattle, Wash., have issued a booklet entitled "Yakima Fruit Lands,"—the work of the firm's advertising manager, Will T. Elwell. If PRINTERS' INK had had the making of the booklet, the printer would have used a body type of more simple design. Aside from this fault, however, the booklet is in every way a credit to the firm. It tells the facts about the Yakima Valley simply and clearly, and contains just enough illustrations to tempt buyers.

The Fastest Growing Advertising Agency IN PENNSYLVANIA

WE PLAN
AND WRITE
ALL KINDS
OF
ADVERTISING



[WE PLACE
IT IN ANY
MAGAZINE OR
NEWSPAPER
IN THE
WORLD

PHILADELPHIA

THERE MUST BE A REASON

Mr. Advertiser, Ask us Why?

German-American Advertising Agency

Mint Arcade, Philadelphia, Pa.

London

Berlin

The Wisconsin Agriculturist

Racine, Wis.

ARTHUR SIMONSON,

Publisher

RACINE, WIS., Oct. 5, 1907.

WISCONSIN AGRICULTURIST,
Racine, Wis.

Gentlemen: Out of a list of forty publications the Wisconsin Agriculturist is far in the lead. The results are far greater than we anticipated.

Very truly yours,
STEEL SHOE COMPANY,
Per N. M. Ruthstein.

WALLACE C. RICHARDSON

Eastern Advertising Manager

725 Temple Court,

New York City

WORKED THE SHERIFF.

A clever advertising hoax was perpetrated on the clerks of the sheriff's office in St. Paul last week, when F. L. Hoxie, who is styled "The Human Mint," was brought into the office by Deputy Sheriff Hansen, who had nabbed him as a much wanted sleight-of-hand performer, who used his knowledge of the art to play confidence games on unsuspecting on-lookers.

It was Mr. Hoxie's own fault that he was taken into custody. About two weeks ago he sent a circular to the local sheriff's office advising them to look out for him. The circular contained a half-tone photo and a good description of himself.

One morning this week about nine o'clock some one called up the sheriff's office and told them that a "confidence" man had arrived in town, and that he had been seen in the vicinity of the city hall. The truth of the story was doubted, but Deputy Sheriff Hansen was sent out to investigate.

Mr. Hansen was familiar with the description of the much-wanted Hoxie, and was surprised to come across him in one of the corridors. He accosted his man, and asked him if he was F. L. Hoxie. The stranger answered in the affirmative.

"Well, Mr. Hoxie, I am a deputy sheriff, and I must inform you that we have orders to arrest you. Will you step into the sheriff's office with me?" asked Mr. Hansen.

"Well, if that's the case, I guess I'll have to," replied Hoxie.

The two entered the office together, and Chief Deputy Sheriff Payte proceeded to question the new arrival, who denied that he had ever resorted to the confidence game, and professed to be a traveling magician, and, to prove his statement, he dug up a pack of cards and a few other objects of his art and proceeded to entertain the employees with his assortment of deceptive tricks.

After this had gone on for a time Mr. Payte informed Hoxie that they had received a circular warning them of his coming.

"I know it," said Hoxie, "I sent it to you."

"I suppose you did the telephoning, too?" asked the deputy.

"Guilty," was the answer. And then before any one had a chance to reprimand him for his action, he passed around a few of his business cards, which explained the situation. Hoxie is representing a company which makes a business of disinfecting jails, and he was using the sleight-of-hand game as a clever "drummers" way of working up trade.

When last seen he was smoking a cigar with the sheriff and talking business.—*St. Paul Trade Journal*.

THE advertising literature, ably prepared, should give even the salesmen new and strong talking points. We know of some literature which has told the salesmen more about their goods than they ever learned from the House.—*Franklyn Hobbs*.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (25 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

CIRCULATION SOLICITOR wanted. Suitable salary to experienced high-grade man. Daily. BOX 121, Detroit, Mich.

CITY of 20,000 has no professional ad-writer. Good opening for energetic man. Address THE EVENING BEE, Danville, Va.

ILLUSTRATED FARM SERVICE for dailies. Page mats or any way to suit. ASSOCIATED FARM PRESS, 115 Dearborn St., Chicago.

\$50 WORTH of information for printer or advertiser for 3c; silver or stamps. 40 pp. W. L. BLOOMER, Publisher, Dayton, O.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

ADVERTISING MAN, age 30, desires position; nine years' experience New York advertising agency and mechanical publishing house. All men; clean record. A. WOLFORD, 172 South Eighth Street, Newark, N. J.

"ADVERTISERS' MAGAZINE" should be read by every advertiser and mail-order dealer. Best "Ad School" in existence. Trial subscription, 10c. Sample copy free. ADVERTISERS' MAGAZINE, 815 Grand, Kansas City, Mo.

ADVERTISING Solicitor for Mid-West having Agency experience and ability to get business. No others need apply. Good position for such a man. Full particulars and references required. Address "RELIABILITY," care P. I.

ESTIMATOR—Western concern wants estimator for printing. Must be practical printer, familiar with composition, press work, paper, binding and engraving, who has had college training. Salary depends on man. (Series 45.) HAPGOODS, 357-9 Broadway, New York.

POSITIONS NOW OPEN for Advertising Solicitors:—Mass, \$20-25; Conn., \$25; N.Y., \$25-30; Pa., \$20-30; also for Chicago representative of big magazine, and N.Y. City man for automobile journal. Booklet No. 7 is free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

AN EXPERIENCED SALESMAN, with large acquaintance and trade with the consumers of large edition booklets in New York and other cities, wishes connection with a plant fitted to produce medium and low-grade work.

Address "BOOKLETS," care Printers' Ink.

YOUNG MAN (36 years old), with several years' practical experience in writing advertising matter and follow-up work, desires position with some concern in New York. Have made good with previous employers and can give good references. Will accept modest salary at start. Address "W. W. Z., care Printers' Ink."

ADVERTISING MAN AND SALES MANAGER

is open to engagement. Manufacturing or jobbing line preferred. Good copy writer and able to handle correspondence and manage salesmen. Thirty-three years of age, single, good habits and thoroughly reliable. Employed, but good reason for seeking change. Salary at start not so much an object as opportunity to advance. BOX 416, Clinton, Iowa.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school education only, who wish to qualify for ready positions at \$50 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$1,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.
GEORGE H. POWELL, Advertising and Post-press Expert, 471 Metropolitan Annex, New York.

**A. A. A.—
 If You Are Looking
 for an
 ADVERTISING MANAGER
 of Exceptional Ability,**

one who is a clever writer and a tactful office executive, it will be to your interest to send for me. With prominent agency for six years writing newspaper, magazine, trade paper and booklet copy for the clothing and textile trades; compiling catalogues, planning national campaigns, supervising placing of advertising, handling art work, cuts, etc.; know rates and mediums, printing and all processes of engraving; how and where to buy the best at lowest cost. Thoroughly competent to take full charge. References. Propositions from high-class agencies; large clothing and textile manufacturers given preference, though not adverse to engaging with any large advertiser.
 Address "VERSATILE," Printers' Ink.

Office Salesman Wanted.

The largest advertising agency in the country has recently called on me for a competent Office Salesman (willing to pay up to \$125 a week); a big Chicago mail-order house wants a head correspondent (willing to pay any price a man is worth); the biggest music house in America has needed several Office Salesmen. Every competent Office Salesman I know in Chicago is getting \$5,000 or over—one is barely 21 years old. There never was such an opportunity before.

To meet this demand I have just prepared a new Complete Training Course, which I shall give personally to only 50. It will cover the whole art and science of Office Salesmanship for some one business chosen by the student, and when I place a graduate I will coach him through to success. In the past most of my students have been prominent business men learning how to make their own business more successful. This course will give an expert advertising service for the head of a small house.
SHERWIN CODY, 141 Security Bldg., Chicago.

COIN CARDS.

23 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

BILLPOSTING AND DISTRIBUTING.

8,000 PASSENGERS DAILY

from Danville-Illinois Interurban Station. Electric lines run through rich farming country and into the mining districts; rich farmers, well-paid laborers, the kind of people you want to reach. Advertising spaces, 2 1/2 x 3 1/2 inches, \$1 per month.
R. C. PARKS, Danville, Illinois.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

PAPER

BASSETT & SUTPHIN, 63 Lafayette St., New York City. Coated papers a specialty. Diamond B perfect. Write for high-grade catalogues.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

THE IRELAND ADVERTISING AGENCY, 1029 Tribune Building, New York, 225 Chestnut Street, Philadelphia.

GARFIELD ADVERTISING COMPANY, 1269 Broadway, New York. General Advertising Agents. Mail order and classified advertising a specialty.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' ADVERTISING BUREAU, 237 Broadway (opp. P. O.), New York. Ads in the **TRADE JOURNALS** our specialty. **Benj. R. Western**, Prop'r. Est. 1877. Booklet.

JUST REMEMBER that we write and design all kinds of advertising copy, and at prices that will interest you.

CENTURY ADVT. AGENCY, W. 25th St. and Archwood Ave., Cleveland, Ohio.

THE CHARLES WILLARD MYERS ADVERTISING AGENCY Wichita, Kansas, opens the gate to the Great Southwest. Advertising of all kinds placed in publications that are profitable in results. We specialize in weekly publications, and our lists include the ones that reach the "Great Middle Class," the class that "buys things." Correspondence solicited.

For \$750 We Can Frenchify Your Products by placing your advertising in publications reaching at least 2,000,000 French-speaking Canadians and Americans. It will be enough to tempt you to keep on. We re-write your ads in French free of charge and translate your booklets at most moderate charge. We invite correspondence.
The Desbarats Advertising Agency, Ltd., Suite 50, 45 Victoria Square, Montreal, Canada.

ENVELOPES.

25 FINE printed envelopes (your return), 10c. **J. X. MILES CO.**, Lynn, Mass.

ADVERTISING NOVELTIES.

USE advertising novelties. Buy direct; 2 samples, 10c. **J. C. KENYON**, Mfr., Owego, N. Y.

EVERY conceivable kind, from all manufacturers. **E. W. FRENCH CO.**, 1 Heckman St., opposite Postoffice, New York.

BOOKLETS.

BOOKLETS 1 M. \$10 4 M. \$22
 2 " 14 5 " 26
 3 " 18 10 " 40
 8 pages, 5 1/4 x 3 1/4. Good paper. Sample free.
THOMAS H. STUART, 45 Roe St., N. Y.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, 17 Spruce St., New York, sell more magazine cuttings than any other ink house in the trade.

Special prices to cash buyers.
BERNARD'S Cold Water Paste is being used on all advertising wagons traveling throughout the U. S. advertising Kendall's Spavin Cure. 50-pound box costs \$3.00, makes two barrels paste. **BERNARD'S PASTE DEPARTMENT**, Hector Building, Chicago.

PATENTS.

PATENTS that PROTECT—Our 8 books for inventors mailed on receipt of 6 cts. stamps. **H. S. & A. H. LACEY**, Washington, D. C. Estab. 1869.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (60) Greatest book of its kind. Published annually. 36th issue now ready; free. **S. F. MYERS CO.**, 47 W. and 49 Maiden Lane, N. Y.

ADVERTISING MEDIA.

THE 1905 issue of the American Newspaper Directory shows that the average issue of the Troy (O.) RECORD in 1904 was 1,150. Average in 1903, 1,138.

National Union Farmer

CIRCULATION 24,000

A Farmer's Union Paper

Advertising rate, 50c. per inch.

Address HOMER L. HIGGS, Editor,
GREENFIELD, TENN.

There's **NO BETTER MEDIUM**
in the Eastern Agricultural Field
to reach the **Dairymen.**

THE

NEW YORK FARMER

PORT JERVIS, N. Y.

Full information furnished on
application.

Circulation **25,500** Weekly.

FARM AND FRUIT

Reaches 10,000 of the most prosperous farmer
fruit growers in the South. Richest class.
Especially valuable to Farm Machinery, Seed,
Poultry Supply and Nursery advertisers.

Rates, 3½c. to 6c. per agate line.

S. M. MORRIS, The Saxonian, New York.

FARM AND FRUIT,

Board of Trade, Savannah, Ga.

MOTORS.

SOMETHING NEW. Variable Speed Alternating Current Motors

for Printing Presses; 300 to 3,000 Impressions per
hour; reversible at any speed. Sizes ¼ to 6 horse-
power. Write GUARANTEED ELECTRIC CO.,
Adams Street, Chicago.

INDEX CARDS.

INDEX CARDS for all Cabinets. Get our prices
and samples. THE BLAIR PRINTING CO.,
912 Elm Street, Cincinnati, Ohio.

ADDRESSES.

LIST of 4,000 School Teachers; price \$5, or \$3
per thousand.

FREDERICK C. FBERHARDT.

522 9 Stephen Girard Building, Philadelphia, Pa.

The National Farmer

BAY CITY, MICH.

HALF-TONES.

WRITE for samples and prices. STANDARD
ENGRAVING CO., 560 7th Ave., New York.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.60.

Delivered when cash accompanies the order.

Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions. 10 square
inches or smaller, delivered prepaid. 75c.;
8 or more, 50c. each. Cash with order. All
newspaper screens. Service day and night.
Write for circulars. References furnished.
Newspaper process-engraver. P. O. Box 815,
Philadelphia, Pa.

PRINTING.

OUR choice of printing consumers keep us
continually busy. On receipt of your data,
we can easily demonstrate whether or not your
choice and ours is identical. Perhaps it may
lead to mutually profitable business! Who
knows! Why not write now. THE BOULTON
PRESS, Drawer 94, Cuba, N. Y.

COIN MAILER.

\$2. 60 PER 1,000. For 6 coins \$3. Any printing.
ACME COIN CARRIER CO., Burlington, Ia.

DIAMONDS.

XMAS GIFTS. Diamonds on Credit.

Buy CHRISTMAS GIFTS on 8 Months' Time.
Pay one-fifth on delivery, balance in 8 monthly
amounts. Catalog free. Write today.

LOFTIS Original Diamond & Watch Credit House.
1001-1011 Dept. N. 119, 22 State St., Chicago, Ill.

PRINTERS' BLOTTERS.

WRITE for my blotter cut proposition for
printers. FRANK ARMSTRONG, Des Moines, Ia.

FOR SALE.

FILE of Printers' Ink since November, 1901;
also many extra copies since 1897.
CLARK ALBERTI, Sacramento, California.

BOOKS.

Forty Years an Advertising Agent

BY GEORGE F. ROWELL.

The first authentic history and exhaustive nar-
rative of the development and evolution of
American advertising as a real business force.
The remainder of the edition (published last
year) is now offered for sale. About 600 pages.
5x8, set in long primer, with many half-tone
portraits. Cloth and gold. Price \$2. prepaid.
THE PRINTERS' INK PUBLISHING CO., 10
Spruce St. New York.

PUBLISHING BUSINESS OPPORTUNI- TIES.

CLASS PAPER

Which has age and standing
and a great opportunity
can now be bought advantageously.
The field is attractive and important.
And will respond to wise effort.
Good foundation circulation.
\$15,000 should buy this.

EMERSON P. HARRIS,
Broker in Publishing Property,
253 Broadway, New York.

LETTERS FOR SALE.

LETTERS that Sell Goods. Three of our letters
sold over \$20,000 worth of goods last year.
We can do the same thing for you if you possess
a meritorious article. Write for terms. BLINN
YATES & ASSOCIATES, Inc., Buffalo, N. Y.

Published Weekly at Bay City, Mich.
Covering the great sugar beet belt. The
richest agricultural district in America.
PAYNE & YOUNG, Representatives;
Chicago and New York.

Advertising Man

Experienced in class and general magazine soliciting is desirous of making new connection—either with another medium or a general agent where his ability to develop new lines of business can be utilized.

Services can be made most valuable to a publication or agency making an effort to secure building material business.

Familiar with New York, New England and Southern territories. Skillful, aggressive—with good record.

Address **"Representative"**

Care Printers' Ink

10 Spruce St., New York

Keep Tab

How long does the ordinary two-piece tip on your guide cards last? Doesn't it always give out at the top? These one-piece

Celluloid Tipped Guide Cards

protect the top of the tab where the wear comes and more than double the usefulness of the card. Never crack or curl—in all colors, printed or plain.

Ask your dealer for the one-piece tip or write direct for samples to

STANDARD INDEX CARD CO.

701-709 Arch St.

Philadelphia, Pa.

In Oklahoma

1,121,072 people live in the country

292,970 people live in towns

OKLAHOMA FARM JOURNAL

Has a larger circulation than any other paper of any class published in the State of Oklahoma

Farm Journal Company
Oklahoma City

New York: W. C. Richardson

Chicago: Allen & Ward

Kansas City: A. J. Davidson

WANT TO Cover North Dakota?

THE NORTH DAKOTA FARMER

Guarantees over 12,000
for 1908

A Rich State
A Progressive People

Averages for Periods of Six Months

Jan. 1, 1905, 2,616	July 1, 1905, 3,030
Jan. 1, 1906, 3,750	July 1, 1906, 5,166
Jan. 1, 1907, 7,041	July 1, 1907, 11,320

E. F. LADD & CO.,
Publishers,
Lisbon, North Dakota.

NEWSPAPER PRESSES

TAKEN IN TRADE FOR
HOE MACHINES

GOSS THREE-DECK PRESS,
Printing from 4 to 24 pages.
GOSS THREE-DECK PRESS,
With two pairs of Color Cylinders.
GOSS THREE-PLATE-WIDE
PRESS,
Printing from 4 to 12 pages.
TWO GOSS 4 and 8-PAGE PRESSES,
SCOTT SEXTUPLE PRESS,
Three Rolls, Double Width.
SCOTT THREE-DECK PRESS,
Printing from 4 to 24 pages.
SCOTT THREE-DECK PRESS,
With Color Cylinder.
SCOTT 4 and 8-PAGE PRESS.
POTTER TWO-DECK PRESS,
Printing from 4 to 16 pages.
CAMPBELL NEW MODEL PRESS,
Printing 4 and 8 pages.
COX DUPLEX PRESS,
Columbian pattern.
COX DUPLEX PRESS,
Angle Bar pattern.
COTTRELL MAGAZINE PRESS.

For prices and further particulars
apply to

R. HOE & CO.

504 Grand St., New York.

A Thousand Million

dollars will be seeking investment in the South and Southwest before January. We know this splendid field thoroughly.

**Armistead & McMichael,
Inc.,**

General Advertising Agents,
ATLANTA, GA.

Eliminating the cities of Portland,
Seattle, Tacoma, Spokane
and Boise,

The Pacific Northwest

Reaches one in Every
Fifty-two People in

**OREGON, WASHINGTON
and IDAHO.**

There are over 250,000 square miles in this field which is more thoroughly covered by The Pacific Northwest, according to population and square miles, than any other section of the United States by an agricultural publication.

The Pacific Northwest is the only farm paper in this field that discontinues subscriptions on expiration, and we have no sample copy distribution.

If you want to reach the most prosperous farmers on God's green earth, try us for the next twelve months.

RATE: \$1.60 per inch
at any responsible agency.

The Pacific Northwest Portland, Oregon.

Printers' Ink states: "It is the leading farm paper in Oregon."

That's Good Authority.

Eastern Representatives:

A. L. BALL, Minneapolis, Minn.
W. G. EDSALL, 140 Nassau St., N.Y. City
C. P. MELLOWS, 24 Milk St.,
Boston, Mass.

If you only used

One Agricultural Publication

in this country—it should be The Weekly

Market Growers Journal

For Market Gardeners and Truck
Growers of America.

There are 100,000,000 reasons for
this. Mainly comprising dollars
profit.

Space will only allow

SIX IN THIS ISSUE

- 1—Most Intelligent Growers
- 2—Expend \$200,000,000 for goods
- 3—Have to buy everything they use
- 4—Absolutely need the best
- 5—Appreciate good things on sight
- 6—Use everything from Ammonium
to Zenoleum

There is only one way to reach
these progressive, prosperous, lib-
eral buyers. Let us tell you more by
letter illustrated with Sample Copy.

Market Growers Journal Co.,

Illinois Life Building

Louisville, Ky.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

EL PASO, Texas.

Editor Ready Made Department:

DEAR SIR—I hand you herewith three clippings from local papers that will doubtless prove interesting to you. The man who paid to kick has a just complaint, and the merchants should pay attention, though it is doubtful if they will.

There is some talk of forming a consumers' league here to stop the practice of short-weighting by grocers. Almost every housewife here has a story along that line to tell, even of the best grocers. The usual custom is to short-weight a customer about ¼ lb. in every purchase of 2 lbs., and it sometimes runs higher.

The ad entitled, "that stove makes me hot," will make one remember Momson & Co., because of the exaggeration, but will it sell "Merit" stoves?

I'm a steady reader of PRINTERS' INK, and I think you have the most instructive advertising journal of them all, but I would like to see some advertisements of the Brick Business in your department. Doesn't someone advertise bricks?

This note is just to congratulate you on the good work you are doing, and with best wishes for your continued success, I am,

Truly yours,
(Signed) P. ALFERZ.

The "kicking" ad is indeed a novelty, if, as appears on the surface, it was inserted by a disgusted clothing buyer in protest against a practice which is common in his town. If, on the other hand, and as seems more probable, it was published or inspired by a dealer, in order to take a sly whack at a single competitor, I am not so certain that it was a wise thing to do. In any event its anonymous character is bound to make it less effective, and the question will arise in the minds of many readers as to why the complaint was not put in the usual form of a letter to the editor, signed with the name of the writer. Certainly a man who is so wrought up as to buy space and print a protest so evidently intended for the general good should be willing to sign his name, so that those in sympathy with his views might join him in fighting what he seems to regard

as a great imposition on the male public. There is no question that the practice complained of is common, nor is there any doubt that publicity will help to discourage it. But, for best results the copy should be above suspicion as to the real motives behind it. Here is a reprint of the ad, which was well displayed in the El Paso (Texas) *Herald*, Oct. 24, 1907:

RIGHT HERE I KICK.

To El Paso Merchants:

I am an El Pasoan from start to finish and it makes me mad to see reputable El Paso merchants make a continued practice of

TELLING LIES THROUGH THEIR SHOW WINDOWS.

To get more clearly at what I mean, if you see a suit of clothes in the window marked \$18.50 and it pleases your fancy, you go in and if you are a big fellow you are told they have that particular pattern only in sizes about 32. If you are a little fellow you are told it comes only in 38 and 40. Of course they have something "just as good" in your size, etc., but that is not what you went into the store for. It is a disgusting practice and it seems to me that sensible men would not resort to such "kike" methods. It is an insult to El Paso's intelligence, and in the hopes that every El Paso man will walk out of any store in El Paso that puts up the "something just as good" story I am spending my money in putting in this advertisement in the *Herald*.

Yours truly,
DO AS YOUR WINDOWS SAY.

The clothing and grocery merchants of El Paso must indeed be in a bad way, when an individual feels the necessity of calling down the former, in paid display advertising, for petty deception, and when there seems to be need of an organization of buyers to prevent short-weighting by the latter. Where is the sealer of weights and measures?

As to the stove ad, here reprinted, it seems to me to be rather overdone. There are very few people who want too much even of a good thing, and while the assurance that one's rooms

will be thoroughly heated is very comforting, the prospect of being driven out into the cold to escape the heat might make one willing to get along with a less ambitious heater. And then, the idea of entertaining company in shirt sleeves would not appeal to everybody. People don't want a stove to make them hot; they want it to make them comfortable. Furthermore there would seem to be something wrong about a stove which cannot be controlled. If I had one that refused to be checked by pulling out the check damper, that stove would surely make me "hot."

THAT STOVE MAKES ME HOT.

Have to take my coat off and sit in my shirt sleeves to be comfortable. I stopped putting in coal two days ago, pulled out the check draft, and yet it keeps on heating with a grim determination. The dealer I bought it from guaranteed it to heat my house in the coldest weather. It does that and then some more. I rather think it would heat the front yard if I gave it a fair chance. The name of it is "Merit," and I bought it from

GUS MOMSON & CO.,
110 S. Oregon St.,
El Paso, Tex.

Does anybody advertise brick to the consumer, or in a local way? If so, will he or they please hand a few, brick ads, not bricks, to the Ready Made Ad Man?

For Shorthand Instruction. From the Louisville (Ky.) Post.

Pen and Ink

are used to write up-to-date shorthand. Shorthand systems that cannot be written with pen and ink are too slow for the hustling business man—therefore of no use to those who learn them. Don't waste time and money at schools that are teaching lead pencil systems, but come and learn our system that is written with pen and ink. You will then be prepared to secure and hold a good position.

BRYANT & STRATTON,
Business College,
Second and Walnut Sts.,
Louisville, Ky.

A Timely One From the Zanesville (O.) Signal.

New Collars On Overcoats

makes the garment look like a new one. This is one of our specialties. Besides being Cleaners, Pressers, Dyers, and Repairers, we are also expert tailors. SAMMY THE TAILOR, Cor. Main and Eighth Sts. Ind. Phone 828-K. Zanesville, O.

Introductory From Ad of Button Bros., Louisville, Ky.

Let Button Furnish Your Next Meal

and see how much better you'll like it—and how much less it will cost you. We're out after your trade with a big stick—one end of it is quality—the other end low prices, and between these ends is service. The Button Store is growing bigger, better and busier every day. Our new fall canned goods are now in. The most delicious Corn, Peas, Tomatoes, etc., ever put up. Have just received a fresh stock of Dried Fruits, and new cereals are here direct from the world's best mills. We want to see you and sell you, believing we can please you and keep you as one of our steady customers.

From Ad of Button Bros., Louisville, Kentucky.

The "Boss" Cakes Are Made in Button's Bakery

and they are made by a sure-enough baker, one of the few who understand cake making. Every week is a busy one in this department. We make a dozen different flavors in Layer Cakes, three and four layers to a cake, at 25c., 35c., 50c. each. Our fancy little cakes for parties, receptions, dinners, etc., are the best in Louisville, at 50 for 40c., and 100 for 75c. Another grade, 50 for 30c. and 100 for 60c. Rolls, 10c. a dozen. Pies 5c., 10c., 15c. Home-made Bread, fresh every hour, 6 loaves for 25c. As a special this week we offer a Caramel Cake, made in 3 layers, with caramel filling and icing. Friday and Saturday Caramel Cake, Special 25c.

Sales Office of
ROCKLAND-ROCKPORT LIME CO.,
 of Rockland, Maine.
 Room 1210 Fuller Building,
 Broadway and 23d Street.

NEW YORK.

Editor Ready Made Department:

DEAR SIR—Enclosed please find four copies which the writer would be pleased to have you criticise. No definite points are given in regard to figures for comparison as this is impossible in the advertising of lime.

Yours very truly,

ROCKLAND-ROCKPORT LIME CO.,
 (Signed) Allen J. Huke,
 Advertising Manager.

I like these ads—they are so refreshingly different from the usual effort along these lines, which is a mere business card announcement that So-and-So sells lime at a certain address. Such ads, if they may be so called, show no very great desire to sell lime, and give no reason why the lime mentioned is worth buying. They rarely or never bring inquiries from possible customers, and practically the only reminder the advertiser gets for months at a time is the bill for the space. Of course he knows that advertising does pay some advertisers and he wonders why it doesn't seem to pay him—for he labors under the impression that he is advertising. These ads really tell something about the lime advertised—they advertise the lime and the *qualities* which should give it the preference over some other brand. From reading these ads lime buyers will get certain of these qualities fixed in their minds in direct association with the name of this particular brand. It will make no particular difference whether any of these qualities are found in another make; so long as they are not identified with that make by means of advertising as good as this, this brand will have the advantage, for from constant association, the bare name of this brand will im-

mediately suggest its advertised qualities.

Here are two of the ads which, like the others submitted, state their case in the perfectly plain, straightforward, business-like way which nearly always carries conviction. In the originals the trademark is given prominence, and the typography is severely plain.

**DEMAND ROCKLAND-ROCKPORT
 BLUE LABELED LIME**

for brick work and in plastering, for scratch and brown. It is a 220 pound barrel of lime that is—trustworthy. Lime that you can trust in every way if properly handled. Does not deceive you in slacking well and then producing a gritty mortar with little spreading properties, like a great many limes. Rockland-Rockport Lime produces a rich mortar and the spreading properties are—immense. The sand capacity of Rockland-Rockport Lime is greater, pound for pound, than any other lime. Order a load from your dealer. There is a saving of labor and material in every barrel. Look for the blue label.

ROCKLAND-ROCKPORT LIME CO.,
 Fuller Building, New York,
 Meserole St. and Morgan Ave.,
 Brooklyn, N. Y.

The advantages and uses of
ROCKLAND-ROCKPORT LIME.

In using lime is quality or price your first consideration?

Combine the two and add guaranteed weight.

Quality—magnesia limes may be good in sand capacity, but they make a gritty mortar and lack spreading properties. Rockland-Rockport Lime contains less than 1 per cent of magnesia. Some limes contain over 30 per cent. Take as an example a 300 pound barrel. There is 90 pounds of magnesia—or waste against less than 3 pounds. Rockland-Rockport Lime produces a rich mortar. The sand capacity and spreading properties of the lime are unequaled—pound for pound by any lime.

Price—is low when you consider guaranteed weight, quality and quantity of work accomplished.

Weight—every barrel is weighed, not packed, "hit" and "miss" fashion.

Look for the blue label—for brick-work, scratch and brown. It stands—for 220 pounds of the best common lime on the market.

For finishing—look for the red label. It stands—for 350 pounds of the strongest finishing lime on the market. The kind that was used on the Plaza and Belmont Hotels, The United States Express Building and thousands of flats and tenements. Over 7,000 barrels were used on the United States

Custom House. You can run it up to-day—carry to-morrow. Does not shrink in stiffening. Less danger of fire cracking. The spreading qualities are—immense.

Take it all in all, it is the largest and best barrel of finishing lime on the market.

These brands are sold by the best material dealers in Greater New York. A word to the wise is sufficient. Order a load for trial—it means a saving of material and labor.

ROCKLAND-ROCKPORT LIME CO.,

Fuller Building, New York,
Meserole St. and Morgan Ave.,
Brooklyn, N. Y.

Short and Strong. From the Muncie (Ind.) Times.

Just Milk.

That is what we furnish.
No water, no dirt, no
germs. Pure lactal fluid.

CAMBELL'S ICE CREAM
& MILK CO.,
Muncie, Ind.

*Solution for a Perplexing Problem.
From the Utica (N. Y.) Press.*

Oh, Papa!

Do you know what will
please mamma for Xmas?

No, dear, what?

One of those beautiful
Sepia Photographs of your-
self that Frey is making at
11 Broad street.

Phone for a Sitting at
Once.

*A Good Point, but a Poor Headline.
From the Minneapolis (Minn.) Jour-
nal.*

Here's a Secret

that all women and many
men will appreciate:

You can wear a smaller
size in a Hanan Shoe.

When a shoe pinches or
binds at a certain spot, you
must take a size larger to
relieve that spot.

There are no such spots
in a Hanan Shoe. It fits all
over.

You can prove this to
your own satisfaction by
calling at our store.

—Main Floor.

THE PLYMOUTH,
Nicollet and Sixth,
Minneapolis.
Seventh and Robert,
St. Paul.

GREENFIELD,
Advertising,
BLANCHESTER, Ohio.

Editor Ready Made Department:

DEAR SIR—I am a subscriber. What
do you think of the enclosed?

Yours truly,
J. W. GREENFIELD.

"The enclosed," which were
ads of "Dewey's Graham Flour,"
seem to be all right but not hard
to improve. This short one:

EAT A COMFORTABLE BREAK- FAST.

You need something warm. Graham
Mush is delicious and wholesome—It's
economical too. Ask for

DEWEY'S GRAHAM FLOUR,
5 lbs. 15c. at all grocers.

would have been stronger, in my
opinion, had the heading read,
"Graham Mush For Breakfast."

The longer one, here reprinted,
reads like a good summing-up of
the merits of Dewey's product,
but its efficiency should be sub-
stantially increased by devoting
each of several shorter ads to one
of the "many appetizing dishes"
that can be prepared by the use
of this flour. I don't know, but
it seems highly probable that
many housewives are much in
the dark as to dishes based on
Graham flour, beyond a few of
the common ones, and if that is
the case, it is certain that one of
the best ways to promote the use
of this flour is to tell women how
to use it—how to get the most
out of it by using it in different
ways:

DEWEY'S GRAHAM FLOUR

has a pleasant laxative effect. Per-
sons of sedentary habits will find it
invaluable. It relieves constipation.

Why take physic?

For young growing children, es-
pecially those in school, it is a neces-
sity.

It is rich in the nutriment required
to build bone, muscle, and brain. No
one should raise a family without it.

Many appetizing dishes can be pre-
pared with Dewey's Graham Flour.
They will be found a welcome addi-
tion to any menu; it affords a pleas-
ant change.

Sold by many first-class grocers.
If your grocer does not keep it we
will send you one barrel freight pre-
paid to any point east of the Miss-
issippi river upon receipt of the price,
\$6 per barrel. Less than one barrel at
the same rate and you pay the freight.
Sample free. Address,

THE DEWEY BROS CO.,
Millers,
Blanchester, Ohio.

AN OBJECT LESSON.

The tightness of the money market oftentimes proves a blessing, as it compels many people to learn a lesson in economy, and which lesson sticks to them in after life, whether times be good or bad. When business and money are plentiful there is no end to the purse strings, and, of course, habits of wastefulness are acquired. My system of asking cash in advance has taught many printers to economize on their purchases, and when the end of the year rolls around they have no dead stock on their shelves and their balance-sheet does not show a monument of debts for goods ordered, and for which there was really no need. My customers can order a $\frac{1}{4}$ -lb. can and it will be shipped as promptly and as cheerfully as if it were a 100-lb. keg, provided, of course, the cash is sent in advance. Money back to dissatisfied purchasers. Send for my sample book and price list.

ADDRESS

PRINTERS INK JONSON
17 Spruce Street, New York

For Advertisers : : Advertising Agencies
 and Publishers

Advertisers National Rate Book

Containing Detail Rates, Rules and Regulations of all
 publications in the United States and Canada

AND ENCYCLOPAEDIA OF COMPLETE INFORMATION
 PERTAINING TO ALL METHODS OF PUBLICITY

☞ Magazine, newspaper, trade and professional publications, street cars, bill posting, distributing, and in fact every known method of legitimate publicity.

☞ A complete work on publicity—the first and only one in existence.

☞ Our book will contain about 500 pages 12x16 inches (the size of Dun's) and will be loose leaf, bound in handsome covers, so that old leaves may be readily removed and new and correct ones inserted. Sample pages and full information on request.

Commercial Publicity Corporation
919-929 White Building, Buffalo, N. Y.

☞ If there are any publishers or others interested who have not sent in detail information concerning their rates, etc., we suggest that they do so immediately. (There is absolutely no charge for inserting such data in our Rate Book.)

ALLEGED HUMOR.

AS GUARANTEED.—"Look here! You advertised this auto you sold me to go from four to sixty miles an hour."

"Yes, sir. That's right. Four miles up hills and sixty down."—*Life*.

LET IT GO.—Editor—Here, I'm not going to stand for this sort of bulls any longer!

Assistant—What's the matter?

Editor—I wrote, "The Solons who control the party"

Assistant—Yes?

Editor—And the printer made it "saloons!"—*Cleveland Leader*.

NOVEL.—"But," objected the publisher, "your hero and heroine don't get married."

"No," replied the rising young author; "I wanted to arrange it so that the reader would lay the book down with the cheerful feeling that they still had something to live for."—*Pacific Rural Press*.

UNADVERTISED COMMODITY.—

"I see you advertise everything for the baby," said the man entering the shop.

"Yes, this is the place," said the shop-walker. "What do you want to get?"

"Well, what I want to get is something that will get out of a warm bed on a cold night and walk the floor."—*Pacific Rural Press*.

GOOD IDEA.—Friend (entering the dining room)—"Great Scott, old man, you seem to be living on the fat of the land!"

"Easy enough, my dear fellow. I inserted an ad 'An educated gentleman wishes a wife. Fortune and personal attractions not important. Must be good cook. Send samples of skill express prepaid to Truffles are Trumps, Box 100.'"—*Translated for Town Talk from "Fliegende Blätter."*

HATS OFF, ADVERTISERS.—"The late Sir William Henry Perkin, the inventor of coal-tar dyes," said a Philadelphia chemist, "had a singularly lucid mind. I once heard him talking about the missionary movement."

"Sir William had been for years a warm supporter of this movement, and he praised it highly, but he condemned certain phases of it, illustrating the phase he meant by a quotation from a letter—a letter written by the notable Captain Davis to Secretary Walsingham about the conversion of the Indians."

"The letter ran:

"If these people (the Indians) were once brought over to the Christian faith they might soon be brought to relish a more civilized kind of life, and be thereby induced to consume greater quantities of our coarser woolen manufactures."—*Washington Star*.

WHEN HE SHALL HAVE GROWN.—The tall, pale, sad-eyed man took back the manuscript the editor in cold unconcern handed him, and with lofty scorn was saying:

"The poet, sir, is born—"

When the editor, showing interest, interrupted him with:

"Ah! Glad to hear it! And if he lives to be big enough to write something, send him around with it, and I'll be pleased to look it over!"

Whereupon the sad-eyed man strode with his manuscript out into the pure air, away from the baleful presence.—*Browning's Magazine*.

PREPARATION.—"Ah, let me see," said the distinguished arrival, as the tug bearing the representatives of the press was discerned coming down the bay to meet his vessel. "Have I got my interview down pat?"

"It is easy, your Highness," said the private secretary. "You must remember to say three things."

"Ah, yes. One is, 'I am delighted to realize my ambition to see your wonderful country.'"

"And don't forget to say, 'My nation is in perfect accord with yours. I deprecate any hint of war.'"

"Yes, Yes. And the third is, 'I consider American women charming.' Bring on your scribes."—*Chicago Journal*.

THE CARDINAL'S WIFE.—Cardinal Gibbons, the venerable head of the Catholic Church in America, is one of the most democratic men in the country. He also enjoys a good joke, even when told at his own expense. He once related how a Baltimore newspaper man who may have been more zealous in journalism than learned in religion called at the cardinal's house one day to ask His Eminence for information concerning some church matter.

"The cardinal is out of the city," said Father Fletcher, who received the caller.

"Then may I see Mrs. Gibbons?" was the startling request that followed.—*Lippincott's*.

BOOSTING AN ADVERTISER.—"Miss Jennie Jones and Bob Henry were married at the Jones mansion last night. The bride is the daughter of our worthy constable, Jones, who made a good officer, and will undoubtedly be re-elected next spring. He offers a fine horse for sale in another column."

"The groom runs a store on Main street, and is a good patron of our advertising columns, and has a good line of bargains this week. All the summer he paid two cents more for butter than any other store in town."

"The happy couple left on the ten o'clock train for Milwaukee to visit the bride's uncle, who is reported to have lots of money and Bright's disease. Bob certainly has an eye for business."—*Cooleemee Banner*.